* * * * * * * * *

ELECTRONIC POLITICAL AND ISSUE ADVERTISING PUBLIC INSPECTION FILE CHECKLIST

This checklist must be completed for each federal, state, and local <u>political ad</u> or federal or state <u>issue</u> <u>ad</u> buy. These items must be placed in the station's Public Inspection File as soon as possible after they are available, and they must be maintained in the station's Public Inspection File for 2 years.

Candid	late/Issue	NATIO	WAL REPUBL	MAN SENA	TE COMMITTEE
candida	Dates (if one folder is used per ate, a separate checklist must be sted for each flight)	_10/	24/12 - 10	130/12	
F					<u>Initials</u>
1.	Executed Political/Issue Advertising Agreement (BPMHL-P3 or NAB PB-17	7)	Date:	1/8/13	&
2.	Original contract showing requested time (when available)		Date:	8/20/12	@_
3.	Updated contracts as order changes.		Date:	10/29/12	<u>e</u>
4.	Invoice of schedule as actually broadcas including amount of rebates given (exact			11/12	Ø.
	date, time, class of time and amount for each rebate), if any		Date:	1/8/13	<u>Se</u>
			Checklist Com	pleted:	
		By:	de		
		Date:	1/8/13		

AGREEMENT FORM FOR NON-CANDIDATE/ISSUE ADVERTISEMENTS

1					Date:	
WISH MILWAUKEE						
I,						
Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	· Number of Weeks	
			11.00			
	Client	' ded "	rot pro	vile		
Total Charges:						
This broadcast time will be used by:						
Does the programming (in whole or in part) communicate "a message relating to any political matter of national importance?"						
	□ Yes			\square No		

importance," list the name	nmunicates a message relating to any po of the legally qualified candidate(s) the p the date(s) of the election(s) (if applicable	programming refers to, the
For programming that "comimportance," attach Agreed	nmunicates a message relating to any pol Upon Schedule (Page 3)	itical matter of national
I represent that the paymen	t for the above described broadcast time	has been furnished by:
	nnounce the time as paid for by such per ther than an individual person, is:	son or entity. The entity
☐ a corporation; ☐ a c	ommittee; \square an association; \square or \circ	other unincorporated group.
	resses of the chief executive officers, died below (may be attached separately):	rectors, and/or authorized
	Γ DISCRIMINATE OR PERMIT DISC IN THE PLACEMENT OF ADVERTIS	
reasonable attorney's fees, that advertisement(s). For the abo	harmless the station for any damages or may ensue from the broadcast of the abve-stated broadcast(s), I also agree to l be delivered to the station at leastled broadcasts.	ove-requested
TO BE S	SIGNED BY ISSUE ADVER	RTISER
Date	Signature	Contact Phone Number
TO BE SI	GNED BY STATION REPR	ESENTATIVE
Accepted	Accepted in Part	Rejected
Signature	Printed Name	Title

CONTRACT



WISN TV 759 N. 19th Street Milwaukee, WI 53233 (414)342-8812

And:

Strategic Media - DC 3299 K St NW Suite 200 Washington, DC 20007

	Contract / Rev	<u>vision</u>		Alt Order #	
	902331	/ 1		06112211	
Product					
NRSC					
Contract Dates	Estimate #				
10/24/12 - 10/30/12					
<u>Advertiser</u>			Ori	ginal Date	/ Revision
NRSC National Republica	an Senate Cor	nm	0	8/20/12	/ 08/20/12
	Billing Cycle	Billing	Cal	endar	Cash/Trade
	EOM/EOC	Broado	ast		Cash
	Station	Accour	ıt E	xecutive	Sales Office
	WISN	Will Hi	deb	randt	HRP -Washingto
	Special Hand	ling			
				_	
	Demographic				
	Adults 25-54				
	IDB#	<u>Advert</u>	ser	Code	Product Code
	9912521				
	Agency Ref			Advertiser	Ref

Spots/ *Line Ch Start Date End Date Description Start/End Time Days Length Week Rate Type Spots Amount WISN 10/24/12 10/26/12 News M-F 5a 5-6A :30 NM \$750.00 Start Date End Date Weekdays Spots/Week Rate Week: 10/22/12 10/28/12 --WTF--\$250.00 WISN 10/29/12 10/30/12 News M-F 5a 5-6A :30 NM 2 \$500.00 End Date Start Date Weekdays Spots/Week Rate Week: 10/29/12 11/04/12 MT----\$250.00 WISN 10/24/12 10/26/12 News M-F 6a 6-7A :30 NM 3 \$1,500.00 Start Date End Date <u>Weekdays</u> Spots/Week Rate Week: 10/22/12 10/28/12 \$500.00 WISN 10/29/12 10/30/12 News M-F 6a 6-7A :30 NM 2 \$1,000.00 Start Date End Date Weekdays Spots/Week Rate Week: 10/29/12 11/04/12 MT----2 \$500.00 WISN 10/24/12 10/26/12 Good Morning America 7-9a :30 NM 3 \$1,500.00 End Date Weekdays Spots/Week Start Date Rate Week: 10/22/12 10/28/12 --WTF--\$500.00 3 WISN 10/29/12 10/30/12 Good Morning America 7-9a :30 NM 2 \$1,000.00 Start Date End Date <u>Weekdays</u> Spots/Week Rate Week: 10/29/12 11/04/12 MT----\$500.00 WISN 10/24/12 10/26/12 LIVE WITH KELLY! 9-10am :30 NM 3 \$900,00 End Date Start Date <u>Weekdays</u> Spots/Week <u>Rate</u> Week: 10/22/12 10/28/12 --WTF--3 \$300.00 WISN 10/29/12 10/30/12 LIVE WITH KELLY! 9-10am :30 NM 2 \$600.00 Start Date End Date Weekdays Spots/Week Rate Week: 10/29/12 11/04/12 MT----\$300.00 2 WISN 10/24/12 10/26/12 The View 10-11am :30 NM 3 \$900.00 Start Date **End Date** Weekdays Spots/Week Rate Week: 10/22/12 10/28/12 --WTF--3 \$300.00 WISN 10/29/12 10/30/12 The View 10-11am :30 NM 2 \$600.00 End Date Start Date Spots/Week Weekdays Rate Week: 10/29/12 11/04/12 2 \$300.00 11 WISN 10/24/12 10/26/12 THE CHEW 12P-1P :30 NM 3 \$600.00

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise specified.



WISN TV 759 N. 19th Street Milwaukee, WI 53233 (414)342-8812

	Contract / Revision	Alt Order#
	902331 / 1	06112211
Contract Dates	Product	Estimate #
10/24/12 - 10/30/12	NRSC	

<u>Advertiser</u> Original Date / Revision 08/20/12 / 08/20/12 **NRSC National Republica**

		Spots/		
*Line Ch Start Date End Date Description	Start/End Time	Days Length Week Rate	Type Spots	Amount
Start Date End Date Weekdays Spots/Week Week: 10/22/12 10/28/12 wtf 3	<u>Rate</u> \$200.00			
12 WISN 10/29/12 10/30/12 THE CHEW Start Date	12P-1P <u>Rate</u> \$200.00	:30	NM 2	\$400.00
13 WISN 10/24/12 10/26/12 3-4p <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/22/12 10/28/12wTF 3	3-4p <u>Rate</u> \$500.00	:30	NM 3	\$1,500.00
14 WISN 10/29/12 10/30/12 3-4p Start Date End Date Weekdays Spots/Week Week: 10/29/12 11/04/12 MT 2	3-4p <u>Rate</u> \$500.00	:30	NM 2	\$1,000.00
15 WISN 10/24/12 10/26/12 DR. OZ Start Date	4P-5P <u>Rate</u> \$550.00	:30	NM :	\$1,650.00
16 WISN 10/29/12 10/30/12 DR. OZ <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/29/12 11/04/12 MT 2	4P-5P <u>Rate</u> \$550.00	:30	NM 2	\$1,100.00
17 WISN 10/24/12 10/26/12 News M-F 5p Start Date End Date Weekdays Spots/Week Week: 10/22/12 10/28/12wTF 3	5-530pm <u>Rate</u> \$850.00	:30	NM :	\$2,550.00
18 WISN 10/29/12 10/30/12 News M-F 5p <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/29/12 11/04/12 MT 2	5-530pm <u>Rate</u> \$850.00	:30	NM :	\$1,700.00
19 WISN 10/24/12 10/26/12 News M-F 6p <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/22/12 10/28/12WTF 3	6-630pm <u>Rate</u> \$1,000.00	:30	NM :	\$3,000.00
20 WISN 10/29/12 10/30/12 News M-F 6p Start Date	6-630pm <u>Rate</u> \$1,000.00	:30	NM 2	\$2,000.00
21 WISN 10/24/12 10/26/12 Entertainment Tonigh Start Date End Date Weekdays Spots/Week Week: 10/22/12 10/28/12WTF 3	630p-7pm <u>Rate</u> \$800.00	:30	NM :	\$2,400.00
22 WISN 10/29/12 10/30/12 Entertainment Tonigh Start Date	630p-7pm <u>Rate</u> \$800.00	:30	NM :	\$1,600.00
23 WISN 10/24/12 10/26/12 Late News 10PM LTC Start Date	10-1030p <u>Rate</u> \$1,500.00	:30	NM :	\$3,000.00
24 WISN 10/29/12 10/30/12 Late News 10PM LTC Start Date End Date Weekdays Spots/Week Week: 10/29/12 11/04/12 MT 2	10-1030p <u>Rate</u> \$1,500.00	:30	NM :	\$3,000.00
25 WISN 10/25/12 10/25/12 Late News 1030PM LTC Start Date	1030p-11p <u>Rate</u> \$850.00	:30	NM	\$850.00
26 WISN 10/29/12 10/29/12 Late News 1030PM LTC Start Date End Date Weekdays Spots/Week Week: 10/29/12 11/04/12 1 1	1030p-11p <u>Rate</u> \$850.00	:30	МИ	\$850.00
27 WISN 10/24/12 10/25/12 Nightline Start Date End Date Weekdays Spots/Week	11p-1130p <u>Rate</u>	:30	NM :	\$1,500.00

(* Line Transactions: N = New, E = Edited, D = Deleted)

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08/20/12 / 08/20/12



	Contract / Revision 902331 / 1	Alt Order # 06112211
Contract Dates	Product	Estimate #
10/24/12 - 10/30/12	NRSC	· · · · · · · · · · · · · · · · · · ·
Advertiser	Or	iginal Date / Revision

NRSC National Republica

*Line Ch Start Date End Date Description	Start/End Time	Spots/ Days Length Week Rate	Type Spots	Amount
Start Date End Date Weekdays Spots/Week Week: 10/22/12 10/28/12 wT 2	<u>Rate</u> \$750.00		. уроброка	7 ti HOGHE
28 WISN 10/30/12 10/30/12 Nightline Start Date End Date Weekdays Spots/Week Week: 10/29/12 11/04/12 -1 1	11p-1130p <u>Rate</u> \$750.00	:30	NM 1	\$750.00
29 WISN 10/29/12 10/29/12 DWTS Start Date End Date Weekdays Spots/Week Week: 10/29/12 11/04/12 1 1	Prime Other Rate \$5,000.00	:30	NM 1	\$5,000.00
30 WISN 10/27/12 10/27/12 News Sat 7-9a Start Date End Date Weekdays Spots/Week Week: 10/22/12 10/28/121- 1	7-9am <u>Rate</u> \$350.00	:30	NM 1	\$350.00
31 WISN 10/27/12 10/27/12 SA 5-530p Start Date End Date Weekdays Spots/Week Week: 10/22/12 10/28/121- 1	5a-530p <u>Rate</u> \$500.00	:30	NM 1	\$500.00
32 WISN 10/27/12 10/27/12 News Sa 6p-7p Start Date	6-7PM <u>Rate</u> \$550.00	:30	NM 1	\$550.00
33 WISN 10/27/12 10/27/12 Sat ABC Prime Other Start Date	Prime Other Rate \$7,000.00	:30	NM 1	\$7,000.00
Spot Ch Date Range Description 1 WISN 10/22/12-10/28/12 Sat ABC Prime Other See MG 33.2	Start/End Time Prime Other	Weekdays Length Rate Sa :30 \$7,000.00	<u>Type</u> NM	
2 WISN 10/22/12-10/28/12 ABC Prime College Footba 10 MG for 33.1 10/27	l 7-1030p	 -Sa :30 \$7,000.00	NM	
34 WISN 10/28/12 10/28/12 News Sun 7-9a Start Date End Date Weekdays Spots/Week Week: 10/22/12 10/28/121 1	7-9am <u>Rate</u> \$300.00	:30	NM 1	\$300.00
35 WISN 10/28/12 10/28/12 Sun 9-930A <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/22/12 10/28/121 1	9-930A <u>Rate</u> \$300.00	:30	NM 1	\$300.00
36 WISN 10/28/12 10/28/12 This Week With Georg Start Date End Date Weekdays Spots/Week Week: 10/22/12 10/28/121 1	930-1030am <u>Rate</u> \$850.00	:30	NM 1	\$850.00
37 WISN 10/28/12 10/28/12 News Sun 530pm <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/22/12 10/28/121 1	530-6p <u>Rate</u> \$500.00	:30	NM 1	\$500.00
38 WISN 10/28/12 10/28/12 Late News 10pm LTC Start Date End Date Weekdays Spots/Week Week: 10/22/12 10/28/12 1 1	10p-1030p <u>Rate</u> \$1,500.00	:30	NM 1	\$1,500.00
39 WISN 10/28/12 10/28/12 Late News SU 1030PM <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/22/12 10/28/121 1	1030p-11p <u>Rate</u> \$850.00	:30	NM 1	\$850.00
N 40 WISN 10/27/12 10/27/12 Badgers <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/22/12 10/28/12S- 1	230p-6p <u>Rate</u> \$8,500.00	:30	NM 1	\$8,500.00
		Totals	76	\$64,900.00

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Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise



WISN TV 759 N. 19th Street Milwaukee, WI 53233 (414)342-8812

	Contract / Revision 902331 / 1	Alt Order # 06112211
Contract Dates 10/24/12 - 10/30/12	Product NRSC	Estimate #
Advertiser NRSC National Repub	l'	Original Date / Revision 08/20/12 / 08/20/12

Time Period	# of Spots	Gross Amount	Net Amount
10/01/12 -10/28/12	49	\$43,800.00	\$37,230.00
10/29/12 -10/30/12	27	\$21,100.00	\$17,935.00
Totals	76	\$64,900.00	\$55,165.00

Signature:		Date:	

TERMS AND STANDARD CONDITIONS FOR PURCHASE OF BROADCAST ADVERTISING

The person, firm or other business entity ("Agency") contracting to purchase broadcast advertising time on behalf of the advertiser named on the face of this contract ("Advertiser") and the station accepting this contract ("Station") hereby agree that this contract shall be governed by the following conditions and terms:

1. BILLING AND PAYMENTS

- (a) Station will, from time to time at intervals following broadcasts hereunder, bill Agency on behalf of Advertiser at address on the face hereof. Agency shall pay Station thereon at address on bill on or before the 15th day of each month following that in which broadcast occurred or on such other date as may be specified in the invoice.
- (b) Except where this contract is made directly with the Advertiser described on the face of this contract, it is understood that Agency makes this contract both for itself and as agent for the Advertiser and that Agency agrees, on behalf of the Advertiser and of itself, that Agency and Advertiser are and shall be jointly and severally liable for all payments to be made by agency to Station and for all obligations undertaken to be performed by Agency.

2. TERMINATION

- (a) Unless otherwise specified on the face hereof, either party may terminate this contract, without cause, upon giving the other party at least 28 days prior notice provided that, if notice is given by Agency, termination shall not be effective until after two (2) weeks of broadcasting hereunder. If Agency so terminates this contract, it shall pay Station at the earned rate for all broadcasts pursuant to this contract through the effective date of termination.
- (b) Station may, upon notice to Agency, terminate this contract at any time; (i) upon material breach by Agency; (ii) if Station fails to receive timely payment on billing; or (iii) if Advertiser's or Agency's credit is, in Station's reasonable opinion, impaired. Upon such termination, all unpaid accrued charges hereunder shall immediately become due and payable. The Agency's only liability shall be to pay for telecasts completed hereunder prior to cancellation by Station.
- (c) Agency may, upon notice to Station, terminate this contract at any time upon material breach by Station. Upon such termination, the Station's only liability shall be to pay as liquidated damages a sum equal to the lesser of the following: (i) the actual noncancellable out-of-pocket costs necessarily incurred by Agency in performance of this contract through date of such termination, or (ii) the total which would be due to Station hereunder if, on the date on which Agency gives notice of cancellation, Station had given notice of termination pursuant to Paragraph 2(a) effective at the earliest date permitted thereunder.
- (d) Neither party shall have any liability to the other upon termination pursuant to this Paragraph 2, except as provided in this Paragraph 2 and Paragraph 7.

OMISSION OF BROADCAST

If, as a result of an act of God, force majeure, public emergency, labor dispute, restriction imposed by law or governmental order, mechanical breakdown, or where necessary to enable the Station to comply with the Communications Act of 1934, as amended, to satisfy the "reasonable access" and/or "equal opportunity" requirements for certain political candidates, or any other similar or dissimilar cause beyond the Station's reasonable control, Station fails to broadcast any or all of the announcement(s) or programs to be broadcast hereunder, Station shall not be in breach hereof, but Agency shall be entitled to an adjustment as follows: (i) if no part of a scheduled broadcast is made, a later broadcast shall be made at a reasonably satisfactory substitute date and time, and if no such time is available, the time charges allocable to the omitted broadcast shall be waived; (ii) if a material part, but not all, of a scheduled broadcast is omitted, a later broadcast shall be made at a reasonable substitute date and time, and Agency shall continue to pay full charge. The foregoing shall not deprive Agency of the benefit of any discounts which it would have earned hereunder if the broadcast had been made in its entirety.

4. PREEMPTIONS

Station shall have the right to cancel any broadcast or portion thereof covered by this contract in order to broadcast any program or event which, in the Station's sole discretion, it deems to be of greater public interest or significance. Station may also recapture time previously sold when necessary to comply with its obligations to make available "reasonable access" and/or "equal opportunities" to certain political candidates under the Communications Act of 1934, as amended. Station will notify Agency of such cancellation as promptly as reasonably possible, if the parties cannot agree upon a satisfactory substitute date and time, the broadcast so preempted shall be deemed canceled without affecting the rate, discounts or rights provided under this contract, except that Agency will not have to pay Station any charges allocable to the canceled broadcast.

5. FIXED RATE PURCHASES

Notwithstanding the provisions of Paragraphs 3 and 4 above, unless the omitted or preempted announcement was purchased as a single buy or at a fixed (i.e., not a preemptible) rate, and it is so indicated on the face of this contract, Station may preempt at its sole discretion for any reason. In the event of preemption or omission, unless otherwise agreed to by Station, Agency shall continue to pay the full charge (no credit or refund will be given) but Agency shall be accorded another announcement at a reasonably satisfactory substitute date and time, at no additional charge therefor.

6. AGENCY MATERIAL

All commercial materials (if so specified on the face of this contract, all program materials, including talent) shall be furnished by Agency and delivered to Station at Agency's sole cost and expense. Agency shall deliver all materials not less than 48 hours (exclusive of Saturdays, Sundays and holidays) in advance of broadcast. All materials furnished by Agency (i) shall not be contrary to the public interest, (ii) shall conform to the Station's then existing program and operating policies and quality standards, and (iii) are subject to Station's prior approval and continuing right to reject or to cause Agency to edit such materials. Station will not be liable for loss or damage to Agency's material or, even if accepted by Station, for communications from others.

If Agency requests within 30 days of last broadcast hereunder, Station will, at Agency's expense, return Agency material to Agency. If Agency does not so request, Station has the right to dispose of all Agency material any time after 60 days following the last broadcast hereunder.

7. INDEMNIFICATION

Agency and Advertiser will jointly and severally indemnify and hold harmless Station from and against all claims, demands, debts, obligations or charges (including reasonable attorney fees and disbursements) which arise out of or result from the broadcast, preparation for broadcast or contemplated broadcast of materials furnished by or on behalf of Agency and/or Advertiser or furnished by Station at Agency's request for use in connection with Agency's or Advertiser's commercial material, and Station will similarly indemnify and hold harmless Agency and Advertiser with respect to all materials furnished by Station. The indemnitee shall promptly notify and cooperate with the indemnitor with respect to any claim. The provisions of this paragraph shall survive the termination or expiration of this contract.

8. CONSEQUENTIAL DAMAGES

Agency and Station hereby agree that consequential damages resulting from any breach of this contract, pursuant to Paragraph 2, or any omission of broadcast, pursuant to Paragraph 3, or any preemption of broadcast, pursuant to Paragraph 4, are speculative and neither Agency not Station shall be held liable for any consequential damages incurred. This consequential damage exclusion provision is an allocation of risk separate and apart from provisions specifying or limiting either Agency's or Station's remedies for breach.

9. GENERAL

(a) Station will broadcast the announcements and programs covered by this contract on the dates and at the approximate hourly times provided on the

face hereof.

(b)	The Station shall exercise normal precautions in handling of	property and mail, but assumes no liability for los	ss or damage to program or commercia
materials and other property furnis	shed by the Agency in connection with broadcasts hereunder.	The Station will not accept or process mail, corre	espondence, or telephone calls in
connection with broadcasts excep	t after its prior approval.		,

- Agency is acting as agent for a disclosed principal (i.e., the Advertiser named on the face hereof) and Agency will act as agent for making payment on all billings hereunder. However, Agency shall be primarily liable for the Advertiser's payment of sums due hereunder and Station shall look initially to Agency for the payment thereof unless and until Agency fails to timely remit payment or becomes insolvent. Advertiser shall be liable to Station and not to agency on all unpaid billings for services rendered by Station hereunder (excluding advertising agency commissions), but only to the extent that Advertiser has not theretofore made payment to the Agency thereon, and to the extent that Advertiser has theretofore made payment to the Agency thereon (i) while knowing that Agency has entered into an agreement or arrangement purporting to assign or pledge to a third party monies which may be or become payable by Advertiser or Agency, or that Agency was in danger of becoming insolvent; or (ii) after receiving notice (together with a current statement of account) from Station that Agency is seriously delinquent under this or any other advertising agreement(s) between Station and Agency be failing to make payment on billings within 45 days after the end of the month in which service is provided thereunder. Nothing herein contained relating to the payment of billings by Agency shall be construed so as to relieve Advertiser of, or diminish Advertiser's liability for breach of its obligations hereunder. If this contract is with a media buying service, all references herein to Agency shall apply to the media buying service. If this contract is made directly with Advertiser, references herein to Agency shall apply to Advertiser except that in such case no commission will be allowed.
- (d) Agency shall not assign this contract except to another agency which succeeds to its business of representing Advertiser and provided such other agency assumes all its obligations hereunder. Advertiser may, upon notice to Station, change its agency and only the successor agency shall be entitled to commissions, if any, on billings for broadcasts thereafter. Station is not required to broadcast hereunder for the benefit of any person other than Advertiser, or for a product or service other than that named on the face hereof.
- (e) This contract contains the entire understanding between the parties, cannot be changed or terminated orally, and shall be construed in accordance with the laws of the State of New York, and with the Communications Act of 1934, as amended, and with the rules and regulations of the FCC issued pursuant thereto. When there is any inconsistency between these standard conditions and a provision on the face hereof, the latter shall govern. Failure of either party to enforce any of the provisions hereof shall not be construed as a general relinquishment or waiver of that or any other provision. All notices hereunder (except for notices under Paragraph 4) shall be in writing, given only by prepaid telegram or mail, addressed to the other party at the address on the face hereof, and shall be deemed given on the date of dispatch.

[For additional information relating to political advertising, Agencies and Advertisers are encouraged to request a copy of the Station's current political advertising disclosure statement.]

CONTRACT



WISN TV 759 N. 19th Street Milwaukee, WI 53233 (414)342-8812

And:

Strategic Media - DC 3299 K St NW Suite 200 Washington, DC 20007

	Contract / Rev	vision		Alt Order #	
	902331	/ 3		06112211	
Product					
NRSC					
Contract Dates	Estimate #			1	
10/24/12 - 10/30/12					
<u>Advertiser</u>			Ori	ginal Date	/ Revision
NRSC National Republica	ın Senate Cor	nm	1	0/24/12	/ 10/24/12
	Billing Cycle	Billing	Cal	endar	Cash/Trade
	EOM/EOC	Broado	ast		Cash
	<u>Station</u>	Accou	nt E	xecutive	Sales Office
	WISN	Will Hi	deb	randt	HRP -Washingt
	Special Hand	ing			
	Demographic				
	Adults 25-54			_	
				•	
	<u>IDB#</u>	Adverti	ser	Code	Product Code
	9912521				
	Agency Ref			Advertiser	Ref

41.		Spots/		
*Line Ch Start Date End Date Description	Start/End Time	Days Length Week Rate	Type Spots	Amount
1 WISN 10/24/12 10/26/12 News M-F 5a	5-6A	:30	NM 3	\$750.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/22/12 10/28/12wTF 3	<u>Rate</u> \$250.00			
2 WISN 10/29/12 10/30/12 News M-F 5a				
Start Date End Date Weekdays Spots/Week	5-6A Rate	:30	NM 2	\$500.00
Week: 10/29/12 11/04/12 MT 2	\$250.00			
3 WISN 10/24/12 10/26/12 News M-F 6a	6-7A	:30	NM 3	\$1,500.00
Start Date End Date Weekdays Spots/Week	Rate	.00	14111	Φ1,500.00
Week: 10/22/12 10/28/12WTF 3	\$500.00			
4 WISN 10/29/12 10/30/12 News M-F 6a	6-7A	:30	NM 2	\$1,000.00
Start Date End Date Weekdays Spots/Week Week: 10/29/12 11/04/12 MT 2	<u>Rate</u> \$500.00			, , , , , , , , , , , , , , , , , , , ,
5 WISN 10/24/12 10/26/12 Good Morning America Start Date End Date Weekdays Spots/Week	7-9a Rate	:30	NM 3	\$1,500.00
Week: 10/22/12 10/28/12WTF 3	\$500.00			
6 WISN 10/29/12 10/30/12 Good Morning America	7-9a	:30	NM 2	£1 000 00
Start Date End Date Weekdays Spots/Week	Rate	.00	14101	\$1,000.00
Week: 10/29/12 11/04/12 MT 2	\$500.00			
7 WISN 10/24/12 10/26/12 LIVE WITH KELLY!	9-10am	:30	NM 3	\$900.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/22/12 10/28/12wTF 3	Rate			
	\$300.00			
8 WISN 10/29/12 10/30/12 LIVE WITH KELLY! Start Date End Date Weekdays Spots/Week	9-10am Rate	:30	NM 2	\$600.00
Week: 10/29/12 11/04/12 MT 2	\$300.00			
9 WISN 10/24/12 10/26/12 The View	10-11am	:30	NM 3	£000.00
Start Date End Date Weekdays Spots/Week	<u>Rate</u>	.00	14101	\$900.00
Week: 10/22/12 10/28/12WTF 3	\$300.00			
10 WISN 10/29/12 10/30/12 The View	10-11am	:30	NM 2	\$600.00
Start Date End Date Weekdays Spots/Week Week: 10/29/12 11/04/12 MT 2	Rate			
	\$300.00			
11 WISN 10/24/12 10/26/12 THE CHEW	12P-1P	:30	NM 3	\$600.00

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise specified.

Hearst television inc. does not discriminate in the sale of advertising and will account a station.

10/24/12 / 10/24/12



	Contract / Revision 902331 / 3	Alt Order # 06112211
Contract Dates 10/24/12 - 10/30/12	Product NRSC	Estimate #
<u>Advertiser</u>	Or	iginal Date / Revision

NRSC National Republica

*Line Ch Start Date End Date Description	a		Spot				
	Start/End Time	Days Leng	th Wee	k Rate	Туре 9	Spots	Amount
Week: 10/22/12	Rate \$200.00						
12 WISN 10/29/12 10/30/12 THE CHEW	12P-1P		:30		NM	2	£400.00
Start Date End Date Weekdays Spots/Week Week: 10/29/12 11/04/12 MT 2	Rate	•	.00		14141	2	\$400.00
-	\$200.00						
13 WISN 10/24/12 10/26/12 3-4p Start Date End Date Weekdays Spots/Week	3-4p	;	:30		MM	3	\$1,500.00
Week: 10/22/12 10/28/12 Weekdays Spots/Week	<u>Rate</u> \$500.00				l		
14 WISN 10/29/12 10/30/12 3-4p	3-4p		:30			_	
Start Date End Date Weekdays Spots/Week	<u>Rate</u>	•	.30		NM	2	\$1,000.00
Week: 10/29/12 11/04/12 MT 2	\$500.00						
15 WISN 10/24/12 10/26/12 DR. OZ	4P-5P		:30		NM	3	\$1,650.00
Week: 10/22/12	<u>Rate</u> \$550.00					_	41,000.00
16 WISN 10/29/12 10/30/12 DR. OZ							
Start Date End Date Weekdays Spots/Week	4P-5P Rate	:	:30		NM	2	\$1,100.00
Week: 10/29/12 11/04/12 MT 2	\$550.00						
N 17 WISN 10/24/12 10/26/12 News M-F 5p	5-530pm		30		NM	11	¢7 450 00
Start Date End Date Weekdays Spots/Week Week: 10/22/12 10/28/12WTF 3	<u>Rate</u>	·			IAIAI	11	\$7,450.00
0 101 5 -	\$850.00						
Spot Ch Date Range Description 3 WISN 10/22/12-10/28/12 News M-F 5p	Start/End Time 5-530pm	Weekdays L	<u>ength</u>	Rate	<u>Type</u>		
See MG 17.4,17.5,17.6,17.7,17.8,17.9,17.10,17.11,17.1	3-330рт 2	WINF	:30	\$ 850.00	NM		
4 WISN 10/29/12-10/30/12 Nightline	- 11p-1130p	MTu	:30	\$1,850.00	NM		
MG for 19.1,17.3,21.3,21.1,21.2,23.1			-	7.,000.00			
5 WISN 10/29/12-10/30/12 Jimmy Kimmel MG for 19.1,17.3,21.3,21.1,21.2,23.1	1130-1230a	MTu	:30	\$375.00	NM		
6 WISN 10/29/12-10/30/12 Jimmy Kimmel	1130-1230a	MTu	.00	•••			
MG for 19.1,17.3,21.3,21.1,21.2,23.1	1130-1230a	WI U	:30	\$375.00	NM		
7 WISN 10/29/12-10/30/12 Jimmy Kimmel	1130-1230a	MTu	:30	\$375.00	NM		
MG for 19.1,17.3,21.3,21.1,21.2,23.1				V3. 3.3 V			
8 WISN 10/29/12-10/30/12 Jimmy Kimmel → MG for 19.1,17.3,21.3,21.1,21.2,23.1	1130-1230a	MTu	:30	\$375.00	NM		
9 WISN 10/29/12-10/30/12 DR. OZ	4P-5P	MTO	.00	0000.00			
(h) MG for 19.1,17.3,21.3,21.1,21.2,23.1	4F*JF	MTu	:30	\$600.00	NM		
10 WISN 10/29/12-10/30/12 DR. OZ	4P-5P	MTu	:30	\$600.00	NM		
MG for 19.1,17.3,21.3,21.1,21.2,23.1				V			
11 WISN 10/29/12-10/30/12 DR. OZ MG for 19.1,17.3,21.3,21.1,21.2,23.1	4P-5P	MTu	:30	\$600.00	NM		
12 WISN 10/29/12-10/30/12 DR. OZ	4P-5P	MTu	-20	****			
MG for 19.1,17.3,21.3,21.1,21.2,23.1	41 -01	M10	:30	\$600.00	NM		
18 WISN 10/29/12 10/30/12 News M-F 5p	5-530pm		30		NIA	•	^
Start Date End Date Weekdays Spots/Week	Rate	٠,	30		NM	2	\$1,700.00
Week: 10/29/12 11/04/12 MT 2	\$850.00						
N 19 WISN 10/24/12 10/26/12 News M-F 6p	6-630pm	:	30		NM	2	\$2,000.00
Start Date End Date Weekdays Spots/Week Week: 10/22/12 10/28/12 wtf 3	<u>Rate</u> \$1,000.00					_	-,-50,00
Spot Ch Date Range Description	Start/End Time	Weekdays L	enath	Data			
1 WISN 10/22/12-10/28/12 News M-F 6p	6-630pm	WThF	<u>ength</u> :30	<u>Rate</u> \$1,000.00	<u>Type</u> <i>NM</i>		
See MG 17.4,17.5,17.6,17.7,17.8,17.9,17.10,17.11,17.12	· · · · · · · · · · · · · · · · · · ·			¥1,000 .00	1,4161		

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Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise

Hearst television inc, does not discriminate in the sale of advertising time, and will accept no advertising which is placed with an intent to discriminate on the basis of race or ethnicity. Advertiser hereby represents and warrants that it is not purchasing broadcast air time under this advertising sales contract for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race or ethnicity.



WISN TV 759 N. 19th Street Milwaukee, WI 53233 (414)342-8812

Contract / Revision Alt Order# 902331 06112211 / 3

Contract Dates Product Estimate # 10/24/12 - 10/30/12 NRSC

<u>Advertiser</u> Original Date / Revision NRSC National Republica 10/24/12 / 10/24/12

*Line Ch Start Date End Date Description	0. (5.17)	Spots/		
	Start/End Time	Days Length Week Rate	Type Spots	Amount
20 WISN 10/29/12 10/30/12 News M-F 6p Start Date End Date Weekdays Spots/Week Week: 10/29/12 11/04/12 MT 2	6-630pm <u>Rate</u> \$1,000.00	:30	NM 2	\$2,000.00
N 21 WISN 10/24/12 10/26/12 Entertainment Tonigh Start Date	630p-7pm <u>Rate</u> \$800.00	:30	NM 0	\$0.00
<u>Spot Ch Date Range Description</u> 1 WISN 10/22/12-10/28/12 Entertainment Tonigh See MG 17.4,17.5,17.6,17.7,17.8,17.9,17.10,17.11,17.12	Start/End Time 630p-7pm	Weekdays Length Rate WThF :30 \$800.00	<u>Type</u> <i>NM</i>	
2 WISN 10/22/12-10/28/12 Entertainment Tonigh See MG 17.4,17.5,17.6,17.7,17.8,17.9,17.10,17.11.17.12	630p-7pm	WThF :30 \$800.00	NM	
3 WISN 10/22/12-10/28/12 Entertainment Tonigh See MG 17.4,17.5,17.6,17.7,17.8,17.9,17.10,17.11,17.12		wThF :30 \$800.00	NM	
22 WISN 10/29/12 10/30/12 Entertainment Tonigh Start Date End Date Weekdays Spots/Week Week: 10/29/12 11/04/12 MT 2	630p-7pm <u>Rate</u> \$800.00	:30	NM 2	\$1,600.00
N 23 WISN 10/24/12 10/26/12 Late News 10PM LTC Start Date End Date Weekdays Spots/Week Week: 10/22/12 10/28/12w-F 2	10-1030p <u>Rate</u> \$1,500.00	:30	NM 1	\$1,500.00
<u>Spot Ch Date Range Description</u> 1 WISN 10/22/12-10/28/12 Late News 10PM LTC See MG 17.4,17.5,17.6,17.7,17.8,17.9,17.10,17.11,17.12	Start/End Time 10-1030p	Weekdays Length Rate WF :30 \$1,500.00	<u>Type</u> <i>NM</i>	
24 WISN 10/29/12 10/30/12 Late News 10PM LTC Start Date End Date Weekdays Spots/Week Week: 10/29/12 11/04/12 MT 2	10-1030p <u>Rate</u> \$1,500.00	:30	NM 2	\$3,000.00
25 WISN 10/25/12 10/25/12 Late News 1030PM LTC Start Date End Date Weekdays Spots/Week Week: 10/22/12 10/28/121 1	1030p-11p <u>Rate</u> \$850.00	:30	NM 1	\$850.00
26 WISN 10/29/12 10/29/12 Late News 1030PM LTC <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/29/12 11/04/12 1 1	1030p-11p <u>Rate</u> \$850.00	:30	N M 1	\$850.00
27 WISN 10/24/12 10/25/12 Nightline Start Date End Date Weekdays Spots/Week Week: 10/22/12 10/28/12 WT 2	11p-1130p <u>Rate</u> \$750.00	:30	NM 2	\$1,500.00
28 WISN 10/30/12 10/30/12 Nightline Start Date End Date Weekdays Spots/Week Week: 10/29/12 11/04/12 -1 1	11p-1130p <u>Rate</u> \$750.00	:30	NM 1	\$750.00
29 WISN 10/29/12 10/29/12 DWTS <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/29/12 11/04/12 1 1	Prime Other Rate \$5,000.00	:30	NM 1	\$5,000.00
30 WISN 10/27/12 10/27/12 News Sat 7-9a Start Date End Date Weekdays Spots/Week Week: 10/22/12 10/28/121- 1	7-9am <u>Rate</u> \$350.00	:30	NM 1	\$350.00
31 WISN 10/27/12 10/27/12 SA 5-530p Start Date	5a-530p <u>Rate</u> \$500.00	:30	NM 1	\$500.00
<u>Spot Ch Date Range Description</u> 1 WISN 10/22/12-10/28/12 SA 5-530p See MG 31.2	Start/End Time 5a-530p	<u>Weekdays</u> <u>Length</u> <u>Rate</u> Sa :30 \$500.00	<u>Type</u> NM	
2 WISN 10/28/12-10/28/12 Chris Matthews	*1030-11A	st :30 \$500.00	ММ	

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Contract / Revision Alt Order# 902331 / 3 06112211

Contract Dates Product Estimate# 10/24/12 - 10/30/12 NRSC

<u>Advertiser</u> Original Date / Revision NRSC National Republica 10/24/12 / 10/24/12

		Spots/		
*Line Ch Start Date End Date Description	Start/End Time	Days Length Week Rate	Type Spots	Amount
32 WISN 10/27/12 10/27/12 News Sa 6p-7p	6-7PM	:30	NM	1 \$550.00
Start Date End Date Weekdays Spots/Week Week: 10/22/12 10/28/12 1- 1	<u>Rate</u> \$550.00			
33 WISN 10/27/12 10/27/12 Sat ABC Prime Other Start Date End Date Weekdays Spots/Week	Prime Other	:30	NM	1 \$7,000.00
Week: 10/22/12 10/28/121- 1	<u>Rate</u> \$7,000.00			
Spot Ch Date Range Description	Start/End Time	Weekdays Length Rate	Type	
1 WISN 10/22/12-10/28/12 Sat ABC Prime Other See MG 33.2	Prime Other	Sa :30 \$7,000 <u>-</u> 00	NM	
2 WISN 10/22/12-10/28/12 ABC Prime College Footba	il 7-1030p	Sa :30 \$7,000.00	NM	
34 WISN 10/28/12 10/28/12 News Sun 7-9a	7-9am	:30	NM ·	1 \$300.00
Start Date End Date Weekdays Spots/Week Week: 10/22/12 10/28/12 1 1	<u>Rate</u> \$300.00			4400.00
35 WISN 10/28/12 10/28/12 Sun 9-930A	9-930A	:30	NM	1 \$300.00
Start Date End Date Weekdays Spots/Week Week: 10/22/12 10/28/12 1 1	<u>Rate</u> \$300.00			7-70,00
36 WISN 10/28/12 10/28/12 This Week With Georg	930-1030am	:30	NM ·	1 \$850.00
Start Date End Date Weekdays Spots/Week Week: 10/22/12 10/28/12 1 1	<u>Rate</u> \$850.00			, - , - , - , - , - , - , - , - , - , -
37 WISN 10/28/12 10/28/12 News Sun 530pm	530-6p	:30	NM ·	1 \$500.00
Start Date End Date Weekdays Spots/Week Week: 10/22/12 10/28/12 1 1	<u>Rate</u> \$500.00			
38 WISN 10/28/12 10/28/12 Late News 10pm LTC	10p-1030p	:30	NM ·	1 \$1,500.00
Start Date End Date Weekdays Spots/Week Week: 10/22/12 10/28/121 1	<u>Rate</u>			Ψ1,500.00
	\$1,500.00			
39 WISN 10/28/12 10/28/12 Late News SU 1030PM Start Date End Date Weekdays Spots/Week	1030p-11p	:30	NM ·	1 \$850.00
Week: 10/22/12 End Date Weekdays Spots/Week 10/22/12 10/28/121 1	<u>Rate</u> \$850.00			
40 WISN 10/27/12 10/27/12 Badgers	230p-6p	:30	NM ·	1 \$8,500.00
Start Date End Date Weekdays Spots/Week Week: 10/22/12 10/28/12 5- 1	<u>Rate</u> \$8,500.00			,
N 41 WISN 10/25/12 10/25/12 Last Resort	Thu 7-8p	:30	NM	1 \$3,750.00
Start Date End Date Weekdays Spots/Week Week: 10/22/12 10/28/12 T 1	<u>Rate</u> \$3,750.00			,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,
		Totals	80	000.000.00
		rotais	80	\$68,650.00

Time Period	# of Spots	Gross Amount	Net Amount
10/01/12 -10/28/12	44	\$41,800.00	\$35,530.00
10/29/12 -10/30/12	36	\$26,850.00	\$22,822.50
Totals	80	\$68,650.00	\$58,352.50

Signature:	Date:
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TERMS AND STANDARD CONDITIONS FOR PURCHASE OF BROADCAST ADVERTISING

The person, firm or other business entity ("Agency") contracting to purchase broadcast advertising time on behalf of the advertiser named on the face of this contract ("Advertiser") and the station accepting this contract ("Station") hereby agree that this contract shall be governed by the following conditions and terms:

BILLING AND PAYMENTS

- (a) Station will, from time to time at intervals following broadcasts hereunder, bill Agency on behalf of Advertiser at address on the face hereof. Agency shall pay Station thereon at address on bill on or before the 15th day of each month following that in which broadcast occurred or on such other date as may be specified in the invoice.
- Except where this contract is made directly with the Advertiser described on the face of this contract, it is understood that Agency makes this contract both for itself and as agent for the Advertiser and that Agency agrees, on behalf of the Advertiser and of itself, that Agency and Advertiser are and shall be jointly and severally liable for all payments to be made by agency to Station and for all obligations undertaken to be performed by Agency.

2. **TERMINATION**

- Unless otherwise specified on the face hereof, either party may terminate this contract, without cause, upon giving the other party at least 28 days prior notice provided that, if notice is given by Agency, termination shall not be effective until after two (2) weeks of broadcasting hereunder. If Agency so terminates this contract, it shall pay Station at the earned rate for all broadcasts pursuant to this contract through the effective date of termination.
- (b) Station may, upon notice to Agency, terminate this contract at any time; (i) upon material breach by Agency; (ii) if Station fails to receive timely payment on billing; or (iii) if Advertiser's or Agency's credit is, in Station's reasonable opinion, impaired. Upon such termination, all unpaid accrued charges hereunder shall immediately become due and payable. The Agency's only liability shall be to pay for telecasts completed hereunder prior to cancellation by Station.
- (c) Agency may, upon notice to Station, terminate this contract at any time upon material breach by Station. Upon such termination, the Station's only liability shall be to pay as liquidated damages a sum equal to the lesser of the following: (i) the actual noncancellable out-of-pocket costs necessarily incurred by Agency in performance of this contract through date of such termination, or (ii) the total which would be due to Station hereunder if, on the date on which Agency gives notice of cancellation, Station had given notice of termination pursuant to Paragraph 2(a) effective at the earliest date permitted thereunder.
- Neither party shall have any liability to the other upon termination pursuant to this Paragraph 2, except as provided in this Paragraph 2 and Paragraph 7.

3. OMISSION OF BROADCAST

If, as a result of an act of God, force majeure, public emergency, labor dispute, restriction imposed by law or governmental order, mechanical breakdown, or where in, as a result of an act of God, three majeure, public emergency, teor dispute, resultant imposed by an object of an act of God, three majeure, public emergency, teor dispute, resultant imposed by an object of an act of God, three majeure, public emergency, teor dispute, resultant imposed by an object of the majeure, public emergency, teor dispute, resultant imposed by an object of the majeure, public emergency, teor dispute, resultant imposed by an object of the majeure, public emergency, teor dispute, resultant imposed by an object of the majeure, public emergency, teor dispute, resultant imposed by an object of the majeure, public emergency, teor dispute, resultant imposed by an object of the majeure, public emergency, teor dispute, resultant imposed by an object of the majeure, public emergency, teor dispute, resultant imposed by an object of the majeure, public emergency, teor dispute, resultant imposed by an object of the majeure, public emergency, teor dispute, resultant imposed by an object of the majeure, public emergency, teor dispute the majeure, and the majeure of the majeure, public emergency, teor dispute the majeure, and the majeure of the majeure, and the majeure of the majeure, public emergency, teor dispute the majeure of the m necessary to enable the station to comply with the Communications Act or 1934, as amended, to satisfy the reasonable access and/or equal opportunity requirements for certain political candidates, or any other similar or dissimilar cause beyond the Station's reasonable control, Station fails to broadcast any or all of the announcement(s) or programs to be broadcast hereunder. Station shall not be in breach hereof, but Agency shall be entitled to an adjustment as follows: (i) if no part of a scheduled broadcast is made, a later broadcast shall be made at a reasonably satisfactory substitute date and time, and if no such time is available, the time charges allocable to the omitted broadcast shall be waited; (ii) if a material part, but not all, of a scheduled broadcast is omitted, a later broadcast shall be made at a reasonable substitute date and time, and Agency shall continue to pay full charge. The foregoing shall not deprive Agency of the benefit of any discounts which it would have earned hereunder if the broadcast had been made in its entirety.

PREEMPTIONS

Station shall have the right to cancel any broadcast or portion thereof covered by this contract in order to broadcast any program or event which, in the Station's sole discretion, it deems to be of greater public interest or significance. Station may also recapture time previously sold when necessary to comply with its obligations to make available "reasonable access" and/or "equal opportunities" to certain political candidates under the Communications Act of 1934, as amended. Station will notify Agency of such cancellation as promptly as reasonably possible, if the parties cannot agree upon a satisfactory substitute date and time, the broadcast so preempted shall be deemed canceled without affecting the rate, discounts or rights provided under this contract, except that Agency will not have to pay Station any charges allocable to the canceled broadcast.

5. **FIXED RATE PURCHASES**

Notwithstanding the provisions of Paragraphs 3 and 4 above, unless the omitted or preempted announcement was purchased as a single buy or at a fixed (i.e., not a preemptible) rate, and it is so indicated on the face of this contract, Station may preempt at its sole discretion for any reason. In the event of preemption or omission, unless otherwise agreed to by Station, Agency shall continue to pay the full charge (no credit or refund will be given) but Agency shall be accorded another announcement at a reasonably satisfactory substitute date and time, at no additional charge therefor.

6. AGENCY MATERIAL

All commercial materials (if so specified on the face of this contract, all program materials, including talent) shall be furnished by Agency and delivered to Station at Agency's sole cost and expense. Agency shall deliver all materials not less than 48 hours (exclusive of Saturdays, Sundays and holidays) in advance of broadcast. All materials Agency is sold cost and expense. Agency shall delive an inaterials not less than 40 hours (exclusive of Saturdays, Sundays and hours advance of bloadcast. An inaterials furnished by Agency (i) shall not be contrary to the public interest, (ii) shall conform to the Station's then existing program and operating policies and quality standards, and (iii) are subject to Station's prior approval and continuing right to reject or to cause Agency to edit such materials. Station will not be liable for loss or damage to Agency's material or, even if accepted by Station, for communications from others.

If Agency requests within 30 days of last broadcast hereunder, Station will, at Agency's expense, return Agency material to Agency. If Agency does not so request, Station has the right to dispose of all Agency material any time after 60 days following the last broadcast hereunder.

7. INDEMNIFICATION

Agency and Advertiser will jointly and severally indemnify and hold harmless Station from and against all claims, demands, debts, obligations or charges (including reasonable attorney fees and disbursements) which arise out of or result from the broadcast, preparation for broadcast or contemplated broadcast of materials furnished by or on behalf of Agency and/or Advertiser or furnished by Station at Agency's request for use in connection with Agency's or Advertiser's commercial material, and Station will similarly indemnify and hold harmless Agency and Advertiser with respect to all materials furnished by Station. The indemnitee shall promptly notify and cooperate with the indemnitor with respect to any claim. The provisions of this paragraph shall survive the termination or expiration of this contract.

8. CONSEQUENTIAL DAMAGES

Agency and Station hereby agree that consequential damages resulting from any breach of this contract, pursuant to Paragraph 2, or any omission of broadcast, pursuant to Paragraph 3, or any preemption of broadcast, pursuant to Paragraph 4, are speculative and neither Agency not Station shall be held liable for any consequential damages incurred. This consequential damage exclusion provision is an allocation of risk separate and apart from provisions specifying or limiting either Agency's or Station's remedies for breach.

GENERAL 9.

Station will broadcast the announcements and programs covered by this contract on the dates and at the approximate hourly times provided on the (a)

face hereof.

(b) The Station shall exercise normal precautions in handling of property and mail, but assumes no liability for loss or damage to program or commercial materials and other property furnished by the Agency in connection with broadcasts hereunder. The Station will not accept or process mail, correspondence, or telephone calls in connection with broadcasts except after its prior approval.

on all billings hereunder. However, Agency shall be primarily liable for the Advertiser's payment of sums due hereunder and Station shall look initially to Agency for the payment unless and until Agency fails to timely remit payment or becomes insolvent. Advertiser shall be liable to Station and not to agency on all unpaid billings for services rendered by Station hereunder (excluding advertising agency commissions), but only to the extent that Advertiser has not theretofore made payment to the Agency thereon, and to the extent that Advertiser has theretofore made payment to the Agency thereon, and to the extent that party monies which may be or become payable by Advertiser or Agency, or that Agency has entered into an agreement or arrangement purporting to assign or pledge to a third statement of account) from Station that Agency is seriously delinquent under this or any other advertising agreement(s) between Station and Agency be failing to make payment on as to relieve Advertiser of, or diminish Advertiser's liability for breach of its obligations hereunder. If this contract is with a media buying service, all references herein to Agency shall allowed.

(d) Agency shall not assign this contract except to another agency which succeeds to its business of representing Advertiser and provided such other agency assumes all its obligations hereunder. Advertiser may, upon notice to Station, change its agency and only the successor agency shall be entitled to commissions, if any, on the face hereof.

(e) This contract contains the entire understanding between the parties, cannot be changed or terminated orally, and shall be construed in accordance with the laws of the State of New York, and with the Communications Act of 1934, as amended, and with the rules and regulations of the FCC issued pursuant thereto. When there is any inconsistency between these standard conditions and a provision on the face hereof, the latter shall govern. Failure of either party to enforce any of the provisions hereof shall not be construed as a general relinquishment or waiver of that or any other provision. All notices hereunder (except for notices under Paragraph 4) shall be in writing, given only by prepaid telegram or mail, addressed to the other party at the address on the face hereof, and shall be deemed given on the date of dispatch.

[For additional information relating to political advertising, Agencies and Advertisers are encouraged to request a copy of the Station's current political advertising disclosure statement.]

Product Code



And:

Strategic Media - DC 3299 K St NW Suite 200 Washington, DC 20007

Contract / Revision Alt Order# 902331 06112211 Product NRSC Contract Dates Estimate # 10/24/12 - 10/30/12 <u>Advertiser</u> Original Date / Revision 10/29/12 / 10/29/12 NRSC National Republican Senate Comm Billing Cycle Billing Calendar Cash/Trade EOM/EOC Broadcast Cash Station Account Executive Sales Office WISN HRP -Washingt Will Hildebrandt Special Handling Demographic Adults 25-54

Advertiser Code

Advertiser Ref

IDB#

9912521 Agency Ref

this 01 01 15 15 15 1 5 1 1		Spots/		
*Line Ch Start Date End Date Description	Start/End Time	Days Length Week Rate	Type Spots	Amount
1 WISN 10/24/12 10/26/12 News M-F 5a <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/22/12 10/28/12wTF 3	5-6A <u>Rate</u> \$250.00	:30	NM 3	\$750.00
2 WISN 10/29/12 10/30/12 News M-F 5a <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/29/12 11/04/12 MT 2	5-6A <u>Rate</u> \$250.00	:30	NM 2	\$500.00
3 WISN 10/24/12 10/26/12 News M-F 6a <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/22/12 10/28/12wTF 3	6-7A <u>Rate</u> \$500.00	:30	NM 3	\$1,500.00
4 WISN 10/29/12 10/30/12 News M-F 6a <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/29/12 11/04/12 MT 2	6-7A <u>Rate</u> \$500.00	:30	NM 2	\$1,000.00
5 WISN 10/24/12 10/26/12 Good Morning America Start Date End Date Weekdays Spots/Week Week: 10/22/12 10/28/12 wTF 3	7-9a <u>Rate</u> \$500.00	:30	NM 3	\$1,500.00
6 WISN 10/29/12 10/30/12 Good Morning America Start Date End Date Weekdays Spots/Week Week: 10/29/12 11/04/12 MT 2	7-9a <u>Rate</u> \$500.00	:30	NM 2	\$1,000.00
7 WISN 10/24/12 10/26/12 LIVE WITH KELLY! <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/22/12 10/28/12WTF 3	9-10am <u>Rate</u> \$300.00	:30	NM 3	\$900.00
8 WISN 10/29/12 10/30/12 LIVE WITH KELLY! Start Date	9-10am <u>Rate</u> \$300.00	:30	NM 2	\$600.00
9 WISN 10/24/12 10/26/12 The View <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/22/12 10/28/12wTF 3	10-11am <u>Rate</u> \$300.00	:30	NM 3	\$900.00
10 WISN 10/29/12 10/30/12 The View <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/29/12 11/04/12 MT 2	10-11am <u>Rate</u> \$300.00	:30	NM 2	\$600.00
11 WISN 10/24/12 10/26/12 THE CHEW	12P-1P	:30	NM 3	\$600.00

CONTRACT

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise



WISN TV 759 N. 19th Street Milwaukee, WI 53233 (414)342-8812

	Contract / R	evisi	ion	Alt Order#	_
	902331	1	4	06112211	
_	L				-

Contract Dates Product Estimate # 10/24/12 - 10/30/12 NRSC

Advertiser Original Date / Revision 10/29/12 / 10/29/12 NRSC National Republica

		Spots/			
*Line Ch Start Date End Date Description	Start/End Time	Days Length Week Rate	Type 9	Spots	Amount
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/22/12 10/28/12wTF 3	<u>Rate</u> \$200.00				
12 WISN 10/29/12 10/30/12 THE CHEW	12P-1P	:30	NM	2	\$400.00
Start Date End Date Weekdays Spots/Week Week: 10/29/12 11/04/12 MT 2	<u>Rate</u> \$200.00				
13 WISN 10/24/12 10/26/12 3-4p Start Date End Date Weekdays Spots/Week	3-4p	:30	NM	3	\$1,500.00
Week: 10/22/12 10/28/12WTF 3	<u>Rate</u> \$500.00				
14 WISN 10/29/12 10/30/12 3-4p Start Date End Date Weekdays Spots/Week	3-4p <u>Rate</u>	:30	NM	2	\$1,000.00
Week: 10/29/12 11/04/12 MT 2	\$500.00				
15 WISN 10/24/12 10/26/12 DR. OZ Start Date End Date Weekdays Spots/Week	4P-5P	:30	NM	3	\$1,650.00
Week: 10/22/12 10/28/12WTF 3	<u>Rate</u> \$550.00				
16 WISN 10/29/12 10/30/12 DR. OZ Start Date End Date Weekdays Spots/Week	4P-5P Rate	:30	NM	2	\$1,100.00
Week: 10/29/12 11/04/12 MT 2	\$550.00				
N 17 WISN 10/24/12 10/26/12 News M-F 5p Start Date End Date Weekdays Spots/Week	5-530pm	:30	NM	10	\$6,600.00
Week: 10/22/12 10/28/12WTF 3	<u>Rate</u> \$850.00				
Spot Ch Date Range Description	Start/End Time	Weekdays Length Rate			
1 WISN 10/22/12-10/28/12 News M-F 5p Credited	5-530pm	WThF :30 \$850.00	NM		
3 WISN 10/22/12-10/28/12 News M-F 5p	5-530pm	WThF :30 \$850.00	NM		
See MG 17.4,17.5,17.6,17.7,17.8,17.9,17.10,17.11,17.1; 4 WISN 10/29/12-10/30/12 Nightline	2 11p-1130p	MTu: :30 \$1,850.00	NM		
⊕ MG for 19.1,17.3,21.3,21.1,21.2,23.1	11p-1130p	JU.000.00	INIVI		
5 WISN 10/29/12-10/30/12 Jimmy Kimmel MG for 19.1,17.3,21.3,21.1,21.2,23.1	1130-1230a	MTu :30 \$375.00	NM		
6 WISN 10/29/12-10/30/12 Jimmy Kimmel	1130-1230a	MTu :30 \$375.00	NM		
MG for 19.1,17.3,21.3,21.1,21.2,23.1 WISN 10/29/12-10/30/12 Jimmy Kimmel	1130-1230a	MTu :30 \$375.00	NM		
MG for 19.1,17.3,21.3,21.1,21.2,23.1 WISN 10/29/12-10/30/12 Jimmy Kimmel	1130-1230a	MTu :30 \$375.00	NINA		
® MG for 19.1,17.3,21.3,21.1,21.2,23.1	1130-1230a	MTu :30 \$375.00	NM		
9 WISN 10/29/12-10/30/12 DR. OZ MG for 19.1,17.3,21.3,21.1,21.2,23.1	4P-5P	MTu :30 \$600.00	MM		
10 WISN 10/29/12-10/30/12 DR. OZ	4P-5P	MTu :30 \$600.00	NM		
	4P-5P	MTu :30 \$600.00	NM		
(b) MG for 19.1,17.3,21.3,21.1,21.2,23.1	1D 5D	NT. 00 #000 00			
12 WISN 10/29/12-10/30/12 DR. OZ MG for 19.1,17.3,21.3,21.1,21.2,23.1	4P-5P	MTu :30 \$600.00	NM		
18 WISN 10/29/12 10/30/12 News M-F 5p	5-530pm	:30	NM	2	\$1,700.00
Start Date End Date Weekdays Spots/Week Week: 10/29/12 11/04/12 MT 2	<u>Rate</u> \$850.00				
N 19 WISN 10/24/12 10/26/12 News M-F 6p	6-630pm	:30	NM	1	\$1,000.00
Start Date End Date Weekdays Spots/Week Week: 10/22/12 10/28/12wTF 3	<u>Rate</u> \$1,000.00				

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WISN TV 759 N. 19th Street Milwaukee, WI 53233 (414)342-8812

Contract / Revision	Alt Order #
902331 / 4	06112211
Product	Estimate #

Contract Dates <u> stimate #</u> 10/24/12 - 10/30/12 NRSC

<u>Advertiser</u> Original Date / Revision 10/29/12 / 10/29/12 NRSC National Republica

		Spots/		
*Line Ch Start Date End Date Description	Start/End Time	Days Length Week Rate	Type Spots	Amount
Start Date End Date Weekdays Spots/Week Spot Ch Date Range Description	<u>Rate</u> Start/End Time	Weekdays Length Rate	Type	
1 WISN 10/22/12-10/28/12 News M-F 6p	6-630pm	WThF :30 \$1,000.00	<u>Type</u> NM	
See MG 17.4,17.5,17.6,17.7,17.8,17.9,17.10,17.11,17.1. 3 WISN 10/22/12-10/28/12 News M-F 6p		17h7 00 04 000 00		
Credited	6-630pm	wThF :30 \$1,000.00	NM	
20 WISN 10/29/12 10/30/12 News M-F 6p	6-630pm	:30	NM 2	\$2,000.00
Start Date End Date Weekdays Spots/Week Week: 10/29/12 11/04/12 MT 2	<u>Rate</u> \$1,000.00			
21 WISN 10/24/12 10/26/12 Entertainment Tonigh	630p-7pm	:30	NM 0	\$0.00
Start Date End Date Weekdays Spots/Week Week: 10/22/12 10/28/12WTF 3	Rate			Ψ0.00
Spot Ch Date Range Description	\$800.00 Start/End Time	Weekdays Length Rate	Type	
1 WISN 10/22/12-10/28/12 Entertainment Tonigh	630p-7pm	WThF :30 \$800.00	NM	
See MG 17.4,17.5,17.6,17.7,17.8,17.9,17.10,17.11,17.1. 2 WISN 10/22/12-10/28/12 Entertainment Tonigh	2 630p-7pm	WThF :30 \$800.00	NM	
See MG 17.4,17.5,17.6,17.7,17.8,17.9,17.10,17.11,17.1.	2		1 4147	
3 WISN 10/22/12-10/28/12 Entertainment Tonigh See MG 17.4,17.5,17.6,17.7,17.8,17.9,17.10,17.11,17.1.	630p-7pm 2	wThF :30 \$800:00	NM	
22 WISN 10/29/12 10/30/12 Entertainment Tonigh	630p-7pm	:30	NM 2	\$1,600.00
Start Date End Date Weekdays Spots/Week Week: 10/29/12 11/04/12 MT 2	<u>Rate</u> \$800.00			, ·,·····
N 23 WISN 10/24/12 10/26/12 Late News 10PM LTC	10-1030p	:30	NM 0	\$0.00
Start Date End Date Weekdays Spots/Week	<u>Rate</u>	.50	14141	\$0.00
Week: 10/22/12 10/28/12w-F 2 <u>Spot Ch</u> <u>Date Range</u> <u>Description</u>	\$1,500.00 Start/End Time	Weekdays Length Rate	Type	
1 WISN 10/22/12-10/28/12 Late News 10PM LTC	10-1030p	WF :30 \$1,500.00	NM NM	
See MG 17.4,17.5,17.6,17.7,17.8,17.9,17.10,17.11,17.1 2 WISN 10/22/12-10/28/12 Late News 10PM LTC	2 10-1030p	WF :30 \$1.500.00	A/A4	
Credited Care News 101 M E10	10-1030р	WF :30 \$1,500.00	NM	
24 WISN 10/29/12 10/30/12 Late News 10PM LTC	10-1030p	:30	NM 2	\$3,000.00
Start Date End Date Weekdays Spots/Week Week: 10/29/12 11/04/12 MT 2	<u>Rate</u> \$1,500.00			
25 WISN 10/25/12 10/25/12 Late News 1030PM LTC	1030p-11p	:30	NM 1	\$850.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/22/12 10/28/121 1	<u>Rate</u> \$850.00			*******
26 WISN 10/29/12 10/29/12 Late News 1030PM LTC	1030p-11p	:30	NM 1	\$850.00
Start Date	<u>Rate</u>	.00	1 1 1 1	Ψ000.00
Week: 10/29/12 11/04/12 1 1 27 WISN 10/24/12 10/25/12 Nightline	\$850.00			
Start Date End Date Weekdays Spots/Week	11p-1130p <u>Rate</u>	:30	NM 2	\$1,500.00
Week: 10/22/12 10/28/12WT 2	\$750.00		<u></u>	
28 WISN 10/30/12 10/30/12 Nightline Start Date End Date Weekdays Spots/Week	11p-1130p Rate	:30	NM 1	\$750.00
Week: 10/29/12 11/04/12 -1 1	\$750.00			
29 WISN 10/29/12 10/29/12 DWTS	Prime Other	:30	NM 1	\$5,000.00
Start Date End Date Weekdays Spots/Week Week: 10/29/12 11/04/12 1 1	<u>Rate</u> \$5,000.00			
30 WISN 10/27/12 10/27/12 News Sat 7-9a	7-9am	:30	NM 1	\$350.00

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Contract / Revision Alt Order# 902331 06112211

Contract Dates Product Estimate # 10/24/12 - 10/30/12 NRSC

Advertiser Original Date / Revision NRSC National Republica 10/29/12 / 10/29/12

*Line Ch Start Date End Date Description	Start/End Time	Spots/	A .	
Start Date End Date Weekdays Spots/Week	····	Days Length Week Rate	Type Spots	Amount
Week: 10/22/12 10/28/121- 1	<u>Rate</u> \$350.00			•
31 WISN 10/27/12 10/27/12 SA 5-530p Start Date End Date Weekdays Spots/Week	5a-530p	:30	NM 1	\$500.00
Week: 10/22/12 10/28/121- 1	<u>Rate</u> \$500.00			
<u>Spot Ch Date Range Description</u> 1 WISN 10/22/12-10/28/12 SA 5-530p	Start/End Time	Weekdays Length Rate	Type	
See MG 31.2	5a-530p	5a :30 \$500.00	NM	
2 WISN 10/28/12-10/28/12 Chris Matthews MG for 31.1 10/27	*1030-11A	St :30 \$500.00	NM	
N 32 WISN 10/27/12 10/27/12 News Sa 6p-7p Start Date End Date Weekdays Spots/Week	6-7PM	:30	NM 0	\$0.00
Start Date End Date Weekdays Spots/Week Week: 10/22/12 10/28/12 1- 1	<u>Rate</u> \$550.00			
Spot Ch Date Range Description	Start/End Time	Weekdays Length Rate	<u>Type</u>	
1 WISN 10/22/12-10/28/12 News Sa 6p-7p Credited	6-7PM	5a :30 \$550.00	NM	
33 WISN 10/27/12 10/27/12 Sat ABC Prime Other	Prime Other	:30	NM 1	\$7,000.00
Start Date End Date Weekdays Spots/Week Week: 10/22/12 10/28/12 1- 1	<u>Rate</u> \$7,000.00			T. (000.00
Spot Ch Date Range Description	Start/End Time	Weekdays Length Rate	Type	
1 WISN 10/22/12-10/28/12 Sat ABC Prime Other See MG 33.2	Prime Other	sa :30 \$7,000.00	NM	
2 WISN 10/22/12-10/28/12 ABC Prime College Footba	il 7-1030p	Sa :30 \$7,000.00	NM	
® MG for 33.1 10/27				
34 WISN 10/28/12 10/28/12 News Sun 7-9a Start Date End Date Weekdays Spots/Week	7-9am <u>Rate</u>	:30	NM 1	\$300.00
Week: 10/22/12 10/28/121 1	\$300.00		i	
35 WISN 10/28/12 10/28/12 Sun 9-930A Start Date End Date Weekdays Spots/Week	9-930A Rate	:30	NM 1	\$300.00
Week: 10/22/12 10/28/121 1	\$300.00			
36 WISN 10/28/12 10/28/12 This Week With Georg Start Date End Date Weekdays Spots/Week	930-1030am	:30	NM 1	\$850.00
Week: 10/22/12	<u>Rate</u> \$850.00			
37 WISN 10/28/12 10/28/12 News Sun 530pm	530-6p	:30	NM 1	\$500.00
Start Date End Date Weekdays Spots/Week Week: 10/22/12 10/28/12 1 1	<u>Rate</u> \$500.00			
38 WISN 10/28/12 10/28/12 Late News 10pm LTC	10p-1030p	:30	NM 1	\$1,500.00
Start Date End Date Weekdays Spots/Week Week: 10/22/12 10/28/12 1 1	<u>Rate</u> \$1,500.00		,	Ψ1,000.00
39 WISN 10/28/12 10/28/12 Late News SU 1030PM	1030p-11p	:30	NM 1	6050.00
Start Date End Date Weekdays Spots/Week Week: 10/22/12 10/28/12 1 1	<u>Rate</u> \$850.00		NM 1	\$850.00
40 WISN 10/27/12 10/27/12 Badgers	230p-6p	:30	NM 1	60 500 00
Start Date End Date Weekdays Spots/Week Week: 10/22/12 10/28/12 5- 1	Rate \$8,500.00	.00	NM 1	\$8,500.00
41 WISN 10/25/12 10/25/12 Last Resort	Thu 7-8p	:30	NM 1	ድ ያ ፓርሲ ሲር
Start Date End Date Weekdays Spots/Week Week: 10/22/12 10/28/12 T 1	Rate	.50	NM 1	\$3,750.00
vveek: 10/22/12 10/28/12T 1	\$3,750.00			
		Totals	76	\$64,750.00

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Hearst television inc, does not discriminate in the sale of advertising time, and will accept no advertising which is placed with an intent to discriminate on the basis of race or ethnicity. Advertiser hereby represents and warrants that it is not purchasing broadcast air time under this advertising sales contract for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race or ethnicity.

Print Date 10/29/12



WISN TV 759 N. 19th Street Milwaukee, WI 53233 (414)342-8812

	Contract / Revis	<u>on</u> 4	Alt Order # 06112211	
Contract Dates 10/24/12 - 10/30/12	Product NRSC		Estimate #	
Advertiser NRSC National Repub	lica		ginal Date / Revision 0/29/12 / 10/29/12	

Time Period # of Spots		Gross Amount	Net Amount
10/01/12 -10/28/12	40	\$37,900.00	\$32,215.00
10/29/12 -10/30/12	36	\$26,850.00	\$22,822.50
Totals	76	\$64,750.00	\$55,037.50

Signature:		Date:	

TERMS AND STANDARD CONDITIONS FOR PURCHASE OF BROADCAST ADVERTISING

The person, firm or other business entity ("Agency") contracting to purchase broadcast advertising time on behalf of the advertiser named on the face of this contract ("Advertiser") and the station accepting this contract ("Station") hereby agree that this contract shall be governed by the following conditions and terms:

1. BILLING AND PAYMENTS

- (a) Station will, from time to time at intervals following broadcasts hereunder, bill Agency on behalf of Advertiser at address on the face hereof. Agency shall pay Station thereon at address on bill on or before the 15th day of each month following that in which broadcast occurred or on such other date as may be specified in the invoice.
- (b) Except where this contract is made directly with the Advertiser described on the face of this contract, it is understood that Agency makes this contract both for itself and as agent for the Advertiser and that Agency agrees, on behalf of the Advertiser and of itself, that Agency and Advertiser are and shall be jointly and severally liable for all payments to be made by agency to Station and for all obligations undertaken to be performed by Agency.

2. TERMINATION

- (a) Unless otherwise specified on the face hereof, either party may terminate this contract, without cause, upon giving the other party at least 28 days prior notice provided that, if notice is given by Agency, termination shall not be effective until after two (2) weeks of broadcasting hereunder. If Agency so terminates this contract, it shall pay Station at the earned rate for all broadcasts pursuant to this contract through the effective date of termination.
- (b) Station may, upon notice to Agency, terminate this contract at any time; (i) upon material breach by Agency; (ii) if Station fails to receive timely payment on billing; or (iii) if Advertiser's or Agency's credit is, in Station's reasonable opinion, impaired. Upon such termination, all unpaid accrued charges hereunder shall immediately become due and payable. The Agency's only liability shall be to pay for telecasts completed hereunder prior to cancellation by Station.
- (c) Agency may, upon notice to Station, terminate this contract at any time upon material breach by Station. Upon such termination, the Station's only liability shall be to pay as liquidated damages a sum equal to the lesser of the following: (i) the actual noncancellable out-of-pocket costs necessarily incurred by Agency in performance of this contract through date of such termination, or (ii) the total which would be due to Station hereunder if, on the date on which Agency gives notice of cancellation, Station had given notice of termination pursuant to Paragraph 2(a) effective at the earliest date permitted thereunder.
- (d) Neither party shall have any liability to the other upon termination pursuant to this Paragraph 2, except as provided in this Paragraph 2 and Paragraph 7.

3. OMISSION OF BROADCAST

If, as a result of an act of God, force majeure, public emergency, labor dispute, restriction imposed by law or governmental order, mechanical breakdown, or where necessary to enable the Station to comply with the Communications Act of 1934, as amended, to satisfy the "reasonable access" and/or "equal opportunity" requirements for certain political candidates, or any other similar or dissimilar cause beyond the Station's reasonable control, Station fails to broadcast any or all of the announcement(s) or programs to be broadcast hereunder, Station shall not be in breach hereof, but Agency shall be entitled to an adjustment as follows: (i) if no part of a scheduled broadcast is made, a later broadcast shall be made at a reasonably satisfactory substitute date and time, and if no such time is available, the time charges allocable to the omitted broadcast shall be waived; (ii) if a material part, but not all, of a scheduled broadcast is omitted, a later broadcast shall be made at a reasonable substitute date and time, and Agency shall continue to pay full charge. The foregoing shall not deprive Agency of the benefit of any discounts which it would have earned hereunder if the broadcast had been made in its entirety.

4. PREEMPTIONS

Station shall have the right to cancel any broadcast or portion thereof covered by this contract in order to broadcast any program or event which, in the Station's sole discretion, it deems to be of greater public interest or significance. Station may also recapture time previously sold when necessary to comply with its obligations to make available "reasonable access" and/or "equal opportunities" to certain political candidates under the Communications Act of 1934, as amended. Station will notify Agency of such cancellation as promptly as reasonably possible, if the parties cannot agree upon a satisfactory substitute date and time, the broadcast so preempted shall be deemed canceled without affecting the rate, discounts or rights provided under this contract, except that Agency will not have to pay Station any charges allocable to the canceled broadcast.

FIXED RATE PURCHASES

Notwithstanding the provisions of Paragraphs 3 and 4 above, unless the omitted or preempted announcement was purchased as a single buy or at a fixed (i.e., not a preemptible) rate, and it is so indicated on the face of this contract, Station may preempt at its sole discretion for any reason. In the event of preemption or omission, unless otherwise agreed to by Station, Agency shall continue to pay the full charge (no credit or refund will be given) but Agency shall be accorded another announcement at a reasonably satisfactory substitute date and time, at no additional charge therefor.

. AGENCY MATERIAL

All commercial materials (if so specified on the face of this contract, all program materials, including talent) shall be furnished by Agency and delivered to Station at Agency's sole cost and expense. Agency shall deliver all materials not less than 48 hours (exclusive of Saturdays, Sundays and holidays) in advance of broadcast. All materials furnished by Agency (i) shall not be contrary to the public interest, (ii) shall conform to the Station's then existing program and operating policies and quality standards, and (iii) are subject to Station's prior approval and continuing right to reject or to cause Agency to edit such materials. Station will not be liable for loss or damage to Agency's material or, even if accepted by Station, for communications from others.

If Agency requests within 30 days of last broadcast hereunder, Station will, at Agency's expense, return Agency material to Agency. If Agency does not so request, Station has the right to dispose of all Agency material any time after 60 days following the last broadcast hereunder.

7. INDEMNIFICATION

Agency and Advertiser will jointly and severally indemnify and hold harmless Station from and against all claims, demands, debts, obligations or charges (including reasonable attorney fees and disbursements) which arise out of or result from the broadcast, preparation for broadcast or contemplated broadcast of materials furnished by or on behalf of Agency and/or Advertiser or furnished by Station at Agency's request for use in connection with Agency's or Advertiser's commercial material, and Station will similarly indemnify and hold harmless Agency and Advertiser with respect to all materials furnished by Station. The indemnitee shall promptly notify and cooperate with the indemnitor with respect to any claim. The provisions of this paragraph shall survive the termination or expiration of this contract.

8. CONSEQUENTIAL DAMAGES

Agency and Station hereby agree that consequential damages resulting from any breach of this contract, pursuant to Paragraph 2, or any omission of broadcast, pursuant to Paragraph 3, or any preemption of broadcast, pursuant to Paragraph 4, are speculative and neither Agency not Station shall be held liable for any consequential damages incurred. This consequential damage exclusion provision is an allocation of risk separate and apart from provisions specifying or limiting either Agency's or Station's remedies for breach.

9. GENERAL

(a) Station will broadcast the announcements and programs covered by this contract on the dates and at the approximate hourly times provided on the

face hereof.

- (b) The Station shall exercise normal precautions in handling of property and mail, but assumes no liability for loss or damage to program or commercial materials and other property furnished by the Agency in connection with broadcasts hereunder. The Station will not accept or process mail, correspondence, or telephone calls in connection with broadcasts except after its prior approval.
- Agency is acting as agent for a disclosed principal (i.e., the Advertiser named on the face hereof) and Agency will act as agent for making payment on all billings hereunder. However, Agency shall be primarily liable for the Advertiser's payment of sums due hereunder and Station shall look initially to Agency for the payment thereof unless and until Agency fails to timely remit payment or becomes insolvent. Advertiser shall be liable to Station and not to agency on all unpaid billings for services rendered by Station hereunder (excluding advertising agency commissions), but only to the extent that Advertiser has not theretofore made payment to the Agency thereon, and to the extent that Advertiser has theretofore made payment to the Agency thereon (i) while knowing that Agency has entered into an agreement or arrangement purporting to assign or pledge to a third party monies which may be or become payable by Advertiser or Agency, or that Agency was in danger of becoming insolvent; or (ii) after receiving notice (together with a current statement of account) from Station that Agency is seriously delinquent under this or any other advertising agreement(s) between Station and Agency be failing to make payment on billings within 45 days after the end of the month in which service is provided thereunder. Nothing herein contained relating to the payment of billings by Agency shall be construed so as to relieve Advertiser of, or diminish Advertiser's liability for breach of its obligations hereunder. If this contract is with a media buying service, all references herein to Agency shall apply to the media buying service. If this contract is made directly with Advertiser, references herein to Agency shall apply to Advertiser except that in such case no commission will be allowed.
- (d) Agency shall not assign this contract except to another agency which succeeds to its business of representing Advertiser and provided such other agency assumes all its obligations hereunder. Advertiser may, upon notice to Station, change its agency and only the successor agency shall be entitled to commissions, if any, on billings for broadcasts thereafter. Station is not required to broadcast hereunder for the benefit of any person other than Advertiser, or for a product or service other than that named on the face hereof.
- (e) This contract contains the entire understanding between the parties, cannot be changed or terminated orally, and shall be construed in accordance with the laws of the State of New York, and with the Communications Act of 1934, as amended, and with the rules and regulations of the FCC issued pursuant thereto. When there is any inconsistency between these standard conditions and a provision on the face hereof, the latter shall govern. Failure of either party to enforce any of the provisions hereof shall not be construed as a general relinquishment or waiver of that or any other provision. All notices hereunder (except for notices under Paragraph 4) shall be in writing, given only by prepaid telegram or mail, addressed to the other party at the address on the face hereof, and shall be deemed given on the date of dispatch.

[For additional information relating to political advertising, Agencies and Advertisers are encouraged to request a copy of the Station's current political advertising disclosure statement.]

Advertiser Code

Advertiser Ref

Product Code

CONTRACT

Contract Agreement Between: WISN TV 759 N. 19th Street Milwaukee, WI 53233 (414)342-8812 www.wisn.com

And:

Strategic Media - DC 3299 K St NW Suite 200 Washington, DC 20007

	Contract / Re	noisive		Alt Order	Д
		VISION		Air Order	<u>#</u>
	902331	/ 5		06112211	1
Product					
NRSC					
Contract Dates	Estimate #				
10/24/12 - 10/30/12					
<u>Advertiser</u>	—		Or	iginal Date	/ Revision
NRSC National Republic			1	10/31/12	/ 10/31/12
	Billing Cycle	Billing	Cal	endar	Cash/Trade
	EOM/EOC	Broad	cast		Cash
	Station	Accou	nt E	xecutive	Sales Office
	WISN	Will H	ildeb	randt	HRP -Washingt
	Special Hand	ling			

Demographic Adults 25-54

IDB#

9912521 Agency Ref

Spots/ *Line Ch Start Date End Date Description Start/End Time Days Length Week Rate Type Spots Amount WISN 10/24/12 10/26/12 News M-F 5a 5-6A :3€ NM Start Date End Date <u>Weekdays</u> \$750.00 Spots/Week Rate Week: 10/22/12 10/28/12 --WTF--\$250.00 10/30/12 WISN 10/29/12 News M-F 5a 5-6A :30 NM 2 Start Date End Date <u>Weekdays</u> \$500.00 Spots/Week Rate Week: 10/29/12 11/04/12 MT----\$250.00 WISN 10/24/12 10/26/12 News M-F 6a 6-7A :30 NM Start Date 3 \$1,500.00 End Date Weekdays Spots/Week Rate Week: 10/22/12 10/28/12 -WTF--3 \$500.00 WISN 10/29/12 10/30/12 News M-F 6a :30 NM Start Date 2 End Date \$1,000.00 Weekdays Spots/Week Rate Week: 10/29/12 11/04/12 MT-\$500.00 WISN 10/24/12 10/26/12 Good Morning America 7-9a :30 NM 3 Start Date **End Date** <u>Weekdays</u> \$1,500.00 Spots/Week Rate Week: 10/22/12 10/28/12 --WTF--\$500.00 WISN 10/29/12 10/30/12 Good Morning America :30 NM 2 Start Date End Date \$1,000.00 <u>Weekdays</u> Spots/Week Rate Week: 10/29/12 11/04/12 2 \$500.00 WISN 10/24/12 10/26/12 LIVE WITH KELLY! 9-10am :30 NM 3 Start Date End Date \$900.00 Weekdays Spots/Week Rate Week: 10/22/12 10/28/12 -WTF--3 \$300.00 8 WISN 10/29/12 10/30/12 LIVE WITH KELLY! 9-10am :30 NM Start Date 2 \$600.00 End Date Weekdays Spots/Week Rate Week: 10/29/12 11/04/12 MT----2 \$300.00 WISN 10/24/12 10/26/12 The View 10-11am :30 NM Start Date End Date <u>Weekdays</u> 3 \$900.00 Spots/Week Rate Week: 10/22/12 10/28/12 --WTF--3 \$300.00 10 WISN 10/29/12 10/30/12 The View 10-11am :30 NM Start Date End Date 2 \$600 00 Weekdays Spots/Week Rate Week: 10/29/12 11/04/12 MT----2 \$300.00 11 WISN 10/24/12 10/26/12 THE CHEW 12P-1P :30 NM 3 \$600.00

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise



759 N. 19th Street Milwaukee, WI 53233 (414)342-8812

	Contract / Revi	sion	Alt Order #	
	902331 /	5	06112211	
Contract Dates 10/24/12 - 10/30/12	Product NRSC		Estimate #	
Advertiser NRSC National Repub	lica	I	iginal Date / Revision 10/31/12 / 10/31/12	

			Spo	te/	I		
*Line Ch Start Date End Date Description	Start/End Time	Days Le	ngth We		Туре	Spots	Amount
Start DateEnd DateWeekdaysSpots/WeekWeek: 10/22/1210/28/12WTF3	<u>Rate</u> \$200.00					.	7 WITCHIE
12 WISN 10/29/12 10/30/12 THE CHEW	12P-1P		:30		NM	2	£400.00
Start Date End Date Weekdays Spots/Week Week: 10/29/12 11/04/12 MT 2	<u>Rate</u> \$200.00				, , , , ,	2	\$400.00
13 WISN 10/24/12 10/26/12 3-4p	3-4p		:30		NM	3	#4 F00 00
Week: 10/22/12	<u>Rate</u> \$500.00				14041	3	\$1,500.00
14 WISN 10/29/12 10/30/12 3-4p	3-4p		:30	——————————————————————————————————————	NM	2	Ø4 000 00
Start DateEnd DateWeekdaysSpots/WeekWeek: 10/29/1211/04/12MT2	<u>Rate</u> \$500.00					2	\$1,000.00
15 WISN 10/24/12 10/26/12 DR. OZ	4P-5P	····	:30		NM	3	¢1 050 00
Week: 10/22/12	<u>Rate</u> \$550.00				INIVI	3	\$1,650.00
16 WISN 10/29/12 10/30/12 DR. OZ	4P-5P	····	:30		NM	2	£1 100 00
Start Date End Date Weekdays Spots/Week Week: 10/29/12 11/04/12 MT 2	<u>Rate</u> \$550,00				11171	2	\$1,100.00
E 17 WISN 10/24/12 10/26/12 News M-F 5p	5-530pm		:30		NM	10	AC COO 00
Week: 10/22/12 End Date Weekdays Spots/Week WTF 3	<u>Rate</u> \$850.00		.00		14141	10	\$6,600.00
Spot Ch Date Range Description	Start/End Time	<u>W</u> eekdays	Length	Rate	<u>Type</u>		
1 WISN 10/22/12-10/28/12 News M-F 5p Credited	5-530pm	WThF		\$8 50.00	NM		
3 WISN 10/22/12-10/28/12 News M-F 5p	5-530pm	WThF	.20	#850 00			
See MG 17.4,17.5,17.6,17.7,17.8,17.9,17.10,17.11,17.12	?	W1111F	:30	\$850.00	NM		
4 WISN 10/29/12-10/30/12 Nightline ⊕ MG for 19.1,17.3,21.3,21.1,21.2,23.1	11p-1130p	MTu	:30	\$1,850.00	NM		
5 WISN 10/29/12-10/30/12 Jimmy Kimmel	1130-1230a	MTu	:30	\$375.00	NM		
	1130-1230a	5.45m					
(b) MG for 19.1,17.3,21.3,21.1,21.2,23.1	1150-1250a	MTu	:30	\$375.00	NM		
7 WISN 10/29/12-10/30/12 Jimmy Kimmel MG for 19.1,17.3,21.3,21.1,21.2,23.1	1130-1230a	MTu	:30	\$375.00	NM		
LR- Network Program Runover							
8 WISN 10/29/12-10/30/12 Jimmy Kimmel MG for 19.1,17.3,21.3,21.1,21.2,23.1	1130-1230a	MTu	:30	\$375.00	NM		
9 WISN 10/29/12-10/30/12 DR, OZ	4P-5P	MTu	:30	\$600.00	NM		
MG for 19.1,17.3,21.3,21.1,21.2,23.1 WISN 10/29/12-10/30/12 DR. OZ	45.00	·	.00	φουσ.σσ	(410)		
@ MG for 19.1,17.3,21.3,21.1,21.2,23.1	4P-5P	MTu	:30	\$600.00	MИ		
11 WISN 10/29/12-10/30/12 DR. OZ	4P-5P	MTu	:30	\$600.00	NM		
MG for 19.1,17.3,21.3,21.1,21.2,23.1 WISN 10/29/12-10/30/12 DR. OZ	4P-5P	MTu	.00	2000 20			
→ MG for 19.1,17.3,21.3,21.1,21.2,23.1		MIU	:30	\$600.00	NM		
18 WISN 10/29/12 10/30/12 News M-F 5p Start Date End Date Weekdays Spots/Meek	5-530pm		:30		NM	2	\$1,700.00
Start Date End Date Weekdays Spots/Week Week: 10/29/12 11/04/12 MT 2	<u>Rate</u> \$850.00					-	77,700,00
	6-630pm		:30		NM	1	¢1 000 00
Start Date Week: 10/22/12End Date 10/28/12Weekdays WTFSpots/Week3	<u>Rate</u> \$1,000.00				14101	ı	\$1,000.00
	¥1,000.00				- 1		

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Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise specified.

Hearst television inc. does not discriminate in the sale of advertising time, and will accent to advertise to advertise

Specified.

Hearst television inc, does not discriminate in the sale of advertising time, and will accept no advertising which is placed with an intent to discriminate on the basis of race or ethnicity. Advertiser hereby represents and warrants that it is not purchasing broadcast air time under this advertising sales contract for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race or ethnicity.



Contract / Revision Alt Order# 902331 / 5 06112211 Contract Dates Product Estimate # 10/24/12 - 10/30/12 NRSC Advertiser Original Date / Revision **NRSC National Republica** 10/31/12 / 10/31/12

*Line Ch Start Date End Date Description Start/End Time Days Leng	Spots/ gth Week Rate	Type Spots	Amount
Start Date End Date Weekdays Spots/Week Rate			Amount
1 WISN 10/22/12-10/28/12 News M-F 6p 6-630pmWThE	<u>Length</u> <u>Rate</u> :30 \$1,000.00	<u>Type</u> NM	
See MG 17.4,17.5,17.6,17.7,17.8,17.9,17.10,17.11,17.12 3 WISN 10/22/12-10/28/12 News M-F 6p 6-630pmWThF Credited	:30 \$1,000.00	NM	
	:30	NM 2	\$2,000.00
Start Date End Date Weekdays Spots/Week Rate Week: 10/29/12 11/04/12 MT 2 \$1,000.00			42,000.00
E 21 WISN 10/24/12 10/26/12 Entertainment Tonigh 630p-7pm Start Date	:30	NM 0	\$0.00
Spot Ch Date Range Description Start/Find Time Weekdays I	Length Rate	Type	
1 WISN 10/22/12-10/28/12 Entertainment Tonigh 630p-7pmWThF See MG 17.4,17.5,17.6,17.7,17.8,17.9,17.10,17.11,17.12	:30 \$ 800.00	NM	
2 WISN 10/22/12-10/28/12 Entertainment Tonigh 630p-7pmWThF See MG 17.4,17.5,17.6,17.7,17.8,17.9,17.10,17.11,17.12	:30 \$800.00	NM	
3 WISN 10/22/12-10/28/12 Entertainment Tonigh 630p-7pmWThF See MG 17.4,17.5,17.6,17.7,17.8,17.9,17.10,17.11,17.12	:30 \$80 0.00	NM	
22 WISN 10/29/12 10/30/12 Entertainment Tonigh 630p-7pm	30	NM 2	\$1 600 00
Start Date End Date Weekdays Spots/Week Rate Week: 10/29/12 11/04/12 MT 2 \$800.00		2	\$1,600.00
E 23 WISN 10/24/12 10/26/12 Late News 10PM LTC 10-1030p .	30	NM o	\$0.00
<u>Start Date </u>			Ψ0.00
Spot Ch Date Range Description Start/End Time Weekdays I	<u>ength</u> Rate	Түре	
1 WISN 10/22/12-10/28/12 Late News 10PM LTC 10-1030pWF See MG 17.4,17.5,17.6,17.7,17.8,17.9,17.10,17.11,17.12	:30 \$ 1,500.00	NM	
2 WISN 10/22/12-10/28/12 Late News 10PM LTC 10-1030pW-F Credited	:30 \$1,5 00.00	NM	
24 WISN 10/20/42 10/20/42 Lots Nov. 100MLT0			
Start Date End Date Weekdays Spots/Week Rate	30	NM 2	\$3,000.00
Week: 10/29/12 11/04/12 MT 2 \$1,500.00 25 WISN 10/25/12 10/25/12 Late News 1030PM LTC 1030p-11p			
Start Date End Date Weekdays Spots/Week Rate	30	NM 1	\$850.00
Week: 10/22/12 10/28/121 1 \$850.00			
Start Data End Data Mantalana A Last I	30	NM 1	\$850.00
Week: 10/29/12 11/04/12 1 1 \$850.00			
	30	NM 2	\$1,500.00
Start Date End Date Weekdays Spots/Week Rate Week: 10/22/12 10/28/12 wT 2 \$750.00			, ,=
28 WISN 10/30/12 10/30/12 Nightline 11p-1130p	30	NM 1	\$750.00
Start Date End Date Weekdays Spots/Week Rate Week: 10/29/12 11/04/12 -1 1 \$750.00			Ψ1 50.00
29 WISN 10/29/12 10/29/12 DWTS Prime Other ::	30	NM 1	\$5,000.00
Start Date End Date Weekdays Spots/Week Rate Week: 10/29/12 11/04/12 1 1 \$5,000.00		,	40,000.00
30 W/ISN 10/27/12 10/27/12 Nove Cat 7.0-	30	NM 1	\$350.00

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Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise specified.

Hearst television inc. does not discriminate in the sale of advertising time, and will recent a deciding the sale of advertising time, and will recent a deciding time.



	Contract / Rev	ision	Alt Order #
	902331	5	06112211
Contract Dates 10/24/12 - 10/30/12	Product NRSC		Estimate #
Advertiser NRSC National Repub	lica	1	iginal Date / Revision 10/31/12 / 10/31/12

*Line Ch Start Date End Date Description	Start/End Time	Spots/ Days Length Week Rate	TypeSpots	A
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/22/12 10/28/121- 1	Rate	Layo Longin Week Mate	Type Spots	Amount
E 31 WISN 10/27/12 10/27/12 SA 5-530p	\$350.00 5a-530p	:30	NM 1	\$500.00
Start Date End Date Weekdays Spots/Week Week: 10/22/12 10/28/12 1- 1 Spot Ch Date Range Description 1 WISN 10/22/12-10/28/12 SA 5-530p	Rate \$500.00 Start/End Time	Weekdays Length Rate	Түре	
See MG 31.2 2 WISN 10/28/12-10/28/12 Chris Matthews	5a-530p *1030-11A	Sa :30 \$500.00	<i>NM</i> NM	
 ⊕ MG for 31.1 10/27 E 32 WISN 10/27/12 10/27/12 News Sa 6p-7p 				
Start DateEnd DateWeekdaysSpots/WeekWeek: 10/22/1210/28/121-1	6-7PM <u>Rate</u> \$550.00	:30	NM 0	\$0.00
Spot Ch Date Range Description 1 WISN 10/22/12-10/28/12 News Sa 6p-7p Credited	Start/End Time 6-7PM	Weekdays Length Rate Sa :30 \$550.00	<u>Type</u> NM	
E 33 WISN 10/27/12 10/27/12 Sat ABC Prime Other Start Date	Prime Other <u>Rate</u> \$7,000.00	:30	NM 1	\$7,000.00
Spot Ch Date Range Description 1 WISN 10/22/12-10/28/12 Sat ABC Prime Other See MG 33.2	Start/End Time Prime Other	Weekdays Length Rate Sa :30 \$7,000.00	<u>Type</u> <i>NM</i>	
2 WISN 10/22/12-10/28/12 ABC Prime College Footba	l 7-1030p	Sa :30 \$7,000.00	NM	
34 WISN 10/28/12 10/28/12 News Sun 7-9a Start Date End Date Weekdays Spots/Week Week: 10/22/12 10/28/121 1	7-9am <u>Rate</u> \$300.00	:30	NM 1	\$300.00
35 WISN 10/28/12 10/28/12 Sun 9-930A Start Date End Date Weekdays Spots/Week Week: 10/22/12 10/28/121 1	9-930A <u>Rate</u> \$300.00	:30	NM 1	\$300.00
36 WISN 10/28/12 10/28/12 This Week With Georg Start Date End Date Weekdays Spots/Week Week: 10/22/12 10/28/121 1	930-1030am <u>Rate</u> \$850.00	:30	NM 1	\$850.00
37 WISN 10/28/12 10/28/12 News Sun 530pm Start Date End Date Weekdays Spots/Week Week: 10/22/12 10/28/121 1	530-6p <u>Rate</u>	:30	NM 1	\$500.00
38 WISN 10/28/12 10/28/12 Late News 10pm LTC Start Date End Date Weekdays Spots/Week	\$500.00 10p-1030p Rate	:30	NM 1	\$1,500.00
39 WISN 10/28/12 10/28/12 Late News SU 1030PM Start Date End Date Weekdays Spots/Week Week: 10/22/12 10/28/12 1 1	\$1,500.00 1030p-11p Rate	:30	NM 1	\$850.00
40 WISN 10/27/12 10/27/12 Badgers Start Date End Date Weekdays Spots/Week	\$850.00 230p-6p Rate	:30	NM 1	\$8,500.00
41 WISN 10/25/12 10/25/12 Last Resort Start Date End Date Weekdays Spots/Week	\$8,500.00 Thu 7-8p	:30	NM 1	\$3,750.00
Week: 10/22/12 10/28/12T 1	<u>Rate</u> \$3,750.00			
N 42 WISN 10/29/12 10/29/12 630-7p	630-7p	:30	NM 1	\$1,000.00

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Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise



	Contract / Revision			Alt Order#		
	902331	1	5	06112211		
Contract Dates Product				Estimate #		
10/24/12 - 10/30/12	NRSC					
Advertiser			Or	ginal Date / Revision		
NRSC National Republica				10/31/12 / 10/31/12		

	ate End Date D	escription	Start/End Time	Days	Spots/ Length Week	Rate	Type Spots	Amount
<u>Start Date</u> Week: 10/29/12		kdays Spots/Week	<u>Rate</u> \$1,000.00					
					Totals	3	77	\$65,750.00
Time Period	# of Spots	Gross Amount	Net Amount					
10/01/12 -10/28/12	2 40	\$37,900.00	\$32,215.00					
10/29/12 -10/30/12	2 37	\$27,850.00	\$23,672.50					
Totals	77	\$65,750.00	\$55,887.50					

Signature: Date:	
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TERMS AND STANDARD CONDITIONS FOR PURCHASE OF BROADCAST ADVERTISING

The person, firm or other business entity ("Agency") contracting to purchase broadcast advertising time on behalf of the advertiser named on the face of this contract ("Advertiser") and the station accepting this contract ("Station") hereby agree that this contract shall be governed by the following conditions and terms:

1. **BILLING AND PAYMENTS**

- Station will, from time to time at intervals following broadcasts hereunder, bill Agency on behalf of Advertiser at address on the face hereof. Agency shall pay Station thereon at address on bill on or before the 15th day of each month following that in which broadcast occurred or on such other date as may be specified in the invoice.
- Except where this contract is made directly with the Advertiser described on the face of this contract, it is understood that Agency makes this contract both for itself and as agent for the Advertiser and that Agency agrees, on behalf of the Advertiser and of itself, that Agency and Advertiser are and shall be jointly and severally liable for all payments to be made by agency to Station and for all obligations undertaken to be performed by Agency.

2. **TERMINATION**

- Unless otherwise specified on the face hereof, either party may terminate this contract, without cause, upon giving the other party at least 28 days prior notice provided that, if notice is given by Agency, termination shall not be effective until after two (2) weeks of broadcasting hereunder. If Agency so terminates this contract, it shall pay Station at the earned rate for all broadcasts pursuant to this contract through the effective date of termination.
- (b) Station may, upon notice to Agency, terminate this contract at any time; (i) upon material breach by Agency; (ii) if Station fails to receive timely payment on billing; or (iii) if Advertiser's or Agency's credit is, in Station's reasonable opinion, impaired. Upon such termination, all unpaid accrued charges hereunder shall immediately become due and payable. The Agency's only liability shall be to pay for telecasts completed hereunder prior to cancellation by Station.
- Agency may, upon notice to Station, terminate this contract at any time upon material breach by Station. Upon such termination, the Station's only liability shall be to pay as liquidated damages a sum equal to the lesser of the following: (i) the actual noncancellable out-of-pocket costs necessarily incurred by Agency in performance of this contract through date of such termination, or (ii) the total which would be due to Station hereunder if, on the date on which Agency gives notice of cancellation, Station had given notice of termination pursuant to Paragraph 2(a) effective at the earliest date permitted thereunder.
- Neither party shall have any liability to the other upon termination pursuant to this Paragraph 2, except as provided in this Paragraph 2 and Paragraph 7.

OMISSION OF BROADCAST

If, as a result of an act of God, force majeure, public emergency, labor dispute, restriction imposed by law or governmental order, mechanical breakdown, or where necessary to enable the Station to comply with the Communications Act of 1934, as amended, to satisfy the "reasonable access" and/or "equal opportunity" requirements for certain recessary to enable the station to comply with the communications Act or 1934, as amended, to satisfy the reasonable access, and/or equal opportunity requirements for certain political candidates, or any other similar or dissimilar cause beyond the Station's reasonable control, Station fails to broadcast any or all of the announcement(s) or programs to be pointed carloidates, or any other similar or dissimilar cause beyond the Station's reasonable control, Station rails to proadcast any or all or the announcement(s) or programs to be broadcast hereunder, Station shall not be in breach hereof, but Agency shall be entitled to an adjustment as follows: (i) if no part of a scheduled broadcast is made, a later broadcast shall be made at a reasonably satisfactory substitute date and time, and if no such time is available, the time charges allocable to the omitted broadcast shall be waived; (ii) if a material part, but not all, of a scheduled broadcast is omitted, a later broadcast shall be made at a reasonable substitute date and time, and Agency shall continue to pay full charge. The foregoing shall not deprive Agency of the benefit of any discounts which it would have earned hereunder if the broadcast had been made in its entirety.

4. **PREEMPTIONS**

Station shall have the right to cancel any broadcast or portion thereof covered by this contract in order to broadcast any program or event which, in the Station's sole discretion, it deems to be of greater public interest or significance. Station may also recapture time previously sold when necessary to comply with its obligations to make available "reasonable access" and/or "equal opportunities" to certain political candidates under the Communications Act of 1934, as amended. Station will notify Agency of such cancellation as promptly as reasonably possible, if the parties cannot agree upon a satisfactory substitute date and time, the broadcast so preempted shall be deemed canceled without affecting the rate, discounts or rights provided under this contract, except that Agency will not have to pay Station any charges allocable to the canceled broadcast.

5. **FIXED RATE PURCHASES**

Notwithstanding the provisions of Paragraphs 3 and 4 above, unless the omitted or preempted announcement was purchased as a single buy or at a fixed (i.e., not a preemptible) rate, and it is so indicated on the face of this contract, Station may preempt at its sole discretion for any reason. In the event of preemption or omission, unless otherwise agreed to by Station, Agency shall continue to pay the full charge (no credit or refund will be given) but Agency shall be accorded another announcement at a reasonably satisfactory substitute date and time, at no additional charge therefor.

6. AGENCY MATERIAL

All commercial materials (if so specified on the face of this contract, all program materials, including talent) shall be furnished by Agency and delivered to Station at Agency's sole cost and expense. Agency shall deliver all materials not less than 48 hours (exclusive of Saturdays, Sundays and holidays) in advance of broadcast. All materials furnished by Agency (i) shall not be contrary to the public interest, (ii) shall conform to the Station's then existing program and operating policies and quality standards, and (iii) are subject to Station's prior approval and continuing right to reject or to cause Agency to edit such materials. Station will not be liable for loss or damage to Agency's material or, even if accepted by Station, for communications from others.

If Agency requests within 30 days of last broadcast hereunder, Station will, at Agency's expense, return Agency material to Agency. If Agency does not so request, Station has the right to dispose of all Agency material any time after 60 days following the last broadcast hereunder.

7. INDEMNIFICATION

Agency and Advertiser will jointly and severally indemnify and hold harmless Station from and against all claims, demands, debts, obligations or charges (including reasonable attorney fees and disbursements) which arise out of or result from the broadcast, preparation for broadcast or contemplated broadcast of materials furnished by or on behalf of Agency and/or Advertiser or furnished by Station at Agency's request for use in connection with Agency's or Advertiser's commercial material, and Station will similarly indemnify and hold harmless Agency and Advertiser with respect to all materials furnished by Station. The Indemnitee shall promptly notify and cooperate with the indemnitor with respect to any claim. The provisions of this paragraph shall survive the termination or expiration of this contract.

CONSEQUENTIAL DAMAGES 8.

Agency and Station hereby agree that consequential damages resulting from any breach of this contract, pursuant to Paragraph 2, or any omission of broadcast, pursuant to Paragraph 3, or any preemption of broadcast, pursuant to Paragraph 4, are speculative and neither Agency not Station shall be held liable for any consequential damages incurred. This consequential damage exclusion provision is an allocation of risk separate and apart from provisions specifying or limiting either Agency's or Station's remedies for breach.

9. **GENERAL**

(a) Station will broadcast the announcements and programs covered by this contract on the dates and at the approximate hourly times provided on the face hereof.

materials and other pro connection with broads	The Station shall exercise normal precautions in handling of property and mail, but assumes no liability for loss or damage to program or commercial furnished by the Agency in connection with broadcasts hereunder. The Station will not accept or process mail, correspondence, or telephone calls in except after its prior approval.
hereunder (excluding a Advertiser has theretof party monies which ma statement of account) to billings within 45 days a as to relieve Advertiser	Agency is acting as agent for a disclosed principal (i.e., the Advertiser named on the face hereof) and Agency will act as agent for making payment wever, Agency shall be primarily liable for the Advertiser's payment of sums due hereunder and Station shall look initially to Agency for the payment to timely remit payment or becomes insolvent. Advertiser shall be liable to Station and not to agency on all unpaid billings for services rendered by Station agency commissions), but only to the extent that Advertiser has not theretofore made payment to the Agency thereon, and to the extent that repayment to the Agency thereon (i) while knowing that Agency has entered into an agreement or arrangement purporting to assign or pledge to a third recome payable by Advertiser or Agency, or that Agency was in danger of becoming insolvent; or (ii) after receiving notice (together with a current tation that Agency is seriously delinquent under this or any other advertising agreement(s) between Station and Agency be failing to make payment on end of the month in which service is provided thereunder. Nothing herein contained relating to the payment of billings by Agency shall be construed so diminish Advertiser's liability for breach of its obligations hereunder. If this contract is with a media buying service, all references herein to Agency shall vice. If this contract is made directly with Advertiser, references herein to Agency shall apply to Advertiser except that in such case no commission will be

The Station shall exercise normal precautions in handling of property and mail, but assumes no liability for loss or damage to program or commercial

Agency shall not assign this contract except to another agency which succeeds to its business of representing Advertiser and provided such other agency assumes all its obligations hereunder. Advertiser may, upon notice to Station, change its agency and only the successor agency shall be entitled to commissions, if any, on billings for broadcasts thereafter. Station is not required to broadcast hereunder for the benefit of any person other than Advertiser, or for a product or service other than that named on

(e) This contract contains the entire understanding between the parties, cannot be changed or terminated orally, and shall be construed in accordance with the laws of the State of New York, and with the Communications Act of 1934, as amended, and with the rules and regulations of the FCC issued pursuant thereto. When there is be construed as a general relinquishment or waiver of that or any other provision. All notices hereunder (except for notices under Paragraph 4) shall be in writing, given only by prepaid telegram or mail, addressed to the other party at the address on the face hereof, and shall be deemed given on the date of dispatch.

[For additional information relating to political advertising, Agencies and Advertisers are encouraged to request a copy of the Station's current political advertising disclosure statement.]





WISN TV 759 N. 19th Street Milwaukee, WI 53233 Main: (414)342-8812 Billing: (781)433-4283

www.wisn.com

Billing Address:

Strategic Media - DC Attention: Accounts Payable 3299 K St NW Suite 200 Washington, DC 20007

Send Payment To:

WISN TV PO Box 26879 Lehigh Valley, PA 18002-6879

Invoice #	Invoice Date	Invoice Month	Invoice Period
902331-1	10/28/12	October 2012	10/01/12 - 10/28/12

<u>Station</u>	Account Executive	Sales Office	Sales Region
WISN	Will Hildebrandt	HRP -Washingto	National

Advertiser		Product		Estimate Number
NRSC National Republican		NRSC		
	Flight C 10/24/1	<u>ates</u> 2 - 10/30/12	<u>Order #</u> 902331	Alt Order # 06112211
	Billing (Broadca	<u>Calendar</u> ast	Billing Type Cash	Deal #
	Special	Handling		
	IDB#		Advertiser C	ode Product Code

9912521	
Agency Ref	Advertiser Ref

Line Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Time	
Lille Start Date	LITO Date	Description	Statuend Time	MIWIF55	rengin	vveek	Rate	Туре	
1 10/24/12	10/26/12	News M-F 5a	5-6A	WTF	:30	3	\$250.00	NM	
Weeks:	Start Date 10/22/12	End Date MTWTFSSWTF	Spots/Week 3	<u>Rate</u> \$250.00					, , , , , , , , , , , , , , , , , , , ,
Spots: # Cl	h <u>Day Air</u>	Date Air Time Desc	ription	Start/End Time	Lengt	th Ad-ID			Rate Type
1 W	ISN W 10/	24/12 5:28 AM News	M-F 5a	5-6A	:3	O NRSCWIO4:	12TVH		\$250.00 NM
2 W	ISN Th 10/	25/12 4:58 AM News	M-F 5a	5-6A	:3	0 NRSCWI04	1.2 ⊤∨ н		\$250.00 NM
3 W	ISN F 10/	26/12 5:12 AM News	M-F 5a	5-6A	:3	0 NRSCWI04	12TVH		\$250.00 NM
3 10/24/12	10/26/12	News M-F 6a	6-7A	WTF	:30	3	\$500.00	NM	,
Weeks:	Start Date 10/22/12	End Date MTWTFSS 10/28/12WTF	Spots/Week 3	<u>Rate</u> \$500.00					
Spots: # Cl	n <u>Day Air</u>	Date Air Time Desc	<u>ription</u>	Start/End Time	Lengt	h Ad-ID			Rate Type
1 W	ISN W 10/	24/12 7:00 AM News	M-F 6a	6-7A	:3	0 NRSCWI04:	12TVH		\$500.00 NM
3 W	ISN Th 10/	25/12 6:58 AM News	M-F 6a	6-7A	:3	0 NRSCWI04:	12TVH		\$500.00 NM
2 W	ISN F 10/	26/12 6:00 AM News	M-F 6a	6-7A	:3	O NRSCWIO4:	12TVH		\$500.00 NM
5 10/24/12	10/26/12	Good Morning Americ	ca 7-9a	WTF	:30	3	\$500.00	NM	
Weeks:	Start Date 10/22/12	End Date MTWTFSS 10/28/12WTF	Spots/Week 3	<u>Rate</u> \$500.00					
Spots: # Ch	n <u>Day</u> Air	Date <u>Air Time</u> Desc	<u>ription</u>	Start/End Time	Lengt	h Ad-ID			Rate Type
2 W	ISN W 10/3	24/12 8:43 AM Good	Morning America	7-9a	:3	O NRSCWIO4	12TVH		\$500.00 NM
1 W	ISN Th 10/3	25/12 8:48 AM Good	Morning America	7-9a	:3	O NRSCWIO4	12T∨H		\$500.00 NM
3 W	SN F 10/	26/12 8:53 AM Good	Morning America	7-9a	:3	0 NRSCWI04	12TVH		\$500.00 NM
7 10/24/12	10/26/12	LIVE WITH KELLY!	9-10am	WTF	:30	3	\$300.00	NM	
Weeks:	Start Date 10/22/12	End Date MTWTFSS 10/28/12WTF	Spots/Week 3	Rate \$300.00		. ,			
Spots: # Ch		Date Air Time Desc	ription	Start/End Time	Lenat	h Ad-ID			Rate Type
		24/12 9:39 AM LIVE		9-10am		0 NRSCWIO4:	12TVH		\$300.00 NM
3 WI	SN Th 10/2	25/12 9:49 AM LIVE	WITH KELLY!	9-10am	:3	O NRSCWIO4	12 ⊤∨ н		\$300.00 NM
1 WI	SN F 10/2	26/12 9:53 AM LIVE	WITH KELLY!	9-10am	:3	0 NRSCWI04:	12т∨н		\$300.00 NM
9 10/24/12	10/26/12	The View	10-11am	WTF	:30	3	\$300.00	NM	
Weeks:	Start Date 10/22/12	End Date MTWTFSSWTF	Spots/Week 3	<u>Rate</u> \$300.00					



21 10/24/12

10/26/12

Entertainment Tonigh

Send Payment To:
WISN TV
PO Box 26879
Lehigh Valley, PA 18002-6879

INVOICE

| Invoice # | Invoice Date | Invoice Month | Invoice Period | 10/28/12 | October 2012 | 10/01/12 - 10/28/12

Advertiser		Estimate Number
NRSC National Republican	NRSC	

1 WISN Th 10/25/12 10:38 AM The View 10-11am :30 NRSCWI0412TVH \$300.00 NM 3 WISN F 10/26/12 10:32 AM The View 10-11am :30 NRSCWI0412TVH \$300.00 NM 11 10/24/12 10/26/12 THE CHEW 12P-1PWTF :30 3 \$200.00 NM Weeks: Start Date End Date MTWTFSS Spots/Week 10/22/12 10/28/12WTF 3 \$200.00 Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type	www.wisn.com										
Spots # Ch											
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2 WISN W 10/24/12 10:32 AM The View 10-11am 3:0 MSCXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXX	Spots: #	Ch Dav Air	Date Air	fime Descrip	otion	Start/End Time	Leng	th Ad-ID			Rate Type
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T MISN W 10/24/12 12:00 PM THE CHEW 12P-1P :30 NRSCW10412TVH \$200.00 NM	Weeks:										
2 WISN Th 10/25/12 12:00 PM THE CHEW 12P-IP 3:00 MSSCW1012TVH \$200.00 NM \$200	. –										Rate Type
3 WISN F 10/26/12 12:57 PM THE CHEW 12P-1P :30 NRSCW10412TVH \$200.00 NM											
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10/22/12 10/28/12wTF 3 \$50.00 Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID \$500.00 NM 3 WISN Th 10/25/12 3:26 PM 3-4p 3-4p 3-4p 3-0 NRSCWT0412TVH \$500.00 NM 2 WISN F 10/26/12 3:40 PM 3-4p 3-4p 3-4p 3-0 NRSCWT0412TVH \$500.00 NM 15 10/24/12 10/26/12 DR OZ 4P-5P wTF 30 3 \$550.00 NM Weeks: Start Date End Date Air Time Description Start/End Time Length Ad-ID Rate Type 3 WISN W 10/24/12 4:55 PM DR OZ 4P-5P 30 NRSCWT0412TVH \$550.00 NM 1 WISN Th 10/25/12 4:24 PM DR OZ 4P-5P 3:00 NRSCWT0412TVH \$550.00 NM 1 WISN Th 10/25/12 4:24 PM DR OZ 4P-5P 3:00 NRSCWT0412TVH \$550.00 NM 1 WISN Th 10/25/12 4:24 PM DR OZ 4P-5P 3:00 NRSCWT0412TVH \$550.00 NM 1 1 10/24/12 10/26/12 News M-F 5p 5-530pm WTF 30 3 850.00 NM 1 1 10/24/12 10/26/12 News M-F 5p 5-530pm WTF 30 3 850.00 NM Weeks: Start Date End Date MTWTESS Spots/Week S850.00 S850.00 S850.00 NM Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type S850.00 NM Weeks: Start Date End Date MTWTESS Spots/Week S850.00 S850.00 S850.00 NM Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type S850.00 NM 1 WISN Th 10/25/12 News M-F 5p 5-530pm 30 NRSCW10412TVH \$850.00 NM 1 WISN Th 10/26/12 News M-F 5p 5-530pm 30 NRSCW10412TVH \$850.00 NM 1 WISN Th 10/26/12 News M-F 5p 5-530pm 30 NRSCW10412TVH \$850.00 NM 1 WISN Th 10/26/12 News M-F 5p 5-530pm 30 NRSCW10412TVH \$850.00 NM 1 WISN N Th 10/26/12 News M-F 5p 5-530pm 30 NRSCW10412TVH \$850.00 NM 3 WISN W N TO NO	13 10/24/12	10/26/12	3-4p		3-4p	WTF	:30	3	\$500.00	NM	
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17 10/24/12 10/26/12 News M-F 5p 5-530pm WTF :30 3 \$850.00 NM											
Weeks: Start Date 10/22/12 End Date 10/28/12 MTWTFSSwTF Spots/Week 3850.00 Rate 5850.00 Spots: # Ch Day Air Date 3 WISN W 10/24/12	2 V	VISN F 10/	26/12 4:21	PM DR. OZ		4P-5P	:3	O NRSCWIU4	12TVH		\$550.00 NM
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type	17 10/24/12	10/26/12	News M-F	5p	5-530pm	WTF	:30	3	\$850.00	NM	
3 WISN W 10/24/12 News M-F 5p 5-530pm :00 \$850.00 NM See MG 17.4,17.5,17.6,17.7,17.8,17.9,17.10,17.11,17.12 2 WISN Th 10/25/12 5:14 PM News M-F 5p 5-530pm :30 NR5CWI0412TVH \$850.00 NM 1 WISN F 10/26/12 News M-F 5p 5-530pm :00 \$850.00 NM 1 WISN F 10/26/12 News M-F 6p 6-630pmWTF :30 3 \$1,000.00 NM Weeks: Start Date 10/22/12 10/28/12WTF 3 \$1,000.00 Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WISN W 10/24/12 News M-F 6p 6-630pm :00 \$1,000.00 NM See MG 17.4,17.5,17.6,17.7,17.8,17.9,17.10,17.11,17.12 3 WISN Th 10/25/12 News M-F 6p 6-630pm :00 \$1,000.00 NM Credited	Weeks:										
See MG 17.4,17.5,17.6,17.7,17.8,17.9,17.10,17.11,17.12 2 WISN Th 10/25/12 5:14 PM News M-F 5p 5-530pm :30 NRSCWI0412TVH \$850.00 NM 1 WISN F 10/26/12 News M-F 5p 5-530pm :00 \$850.00 NM 19 10/24/12 10/26/12 News M-F 6p 6-630pmWTF :30 3 \$1,000.00 NM Weeks: Start Date End Date MTWTFSS Spots/Week Rate 10/22/12 10/28/12 WTF 3 \$1,000.00 Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WISN W 10/24/12 News M-F 6p 6-630pm :00 \$1,000.00 NM See MG 17.4,17.5,17.6,17.7,17.8,17.9,17.10,17.11,17.12 3 WISN Th 10/25/12 News M-F 6p 6-630pm :00 \$1,000.00 NM Credited	Spots: # 0	Ch <u>Day Air</u>	Date Air T	ime Descrip	<u>tion</u>	Start/End Time	Lengt	h Ad-ID			Rate Type
2 WISN Th 10/25/12 5:14 PM News M-F 5p 5-530pm :30 NRSCWI0412TVH \$850.00 NM 1 WISN F 10/26/12 News M-F 5p 5-530pm :00 \$850.00 NM \$850.00 NM Credited News M-F 5p 5-530pm :00 \$850.00 NM \$85	3 V						:0	0			\$850.00 NM
1 WISN F 10/26/12 News M-F 5p 5-530pm :00 \$850.00 NM 19 10/24/12 10/26/12 News M-F 6p 6-630pmwTF :30 3 \$1,000.00 NM Weeks: Start Date 10/22/12 10/28/12wTF 3 \$1,000.00 Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WISN W 10/24/12 News M-F 6p 6-630pm :00 \$1,000.00 NM See MG 17.4,17.5,17.6,17.7,17.8,17.9,17.10,17.11,17.12 3 WISN Th 10/25/12 News M-F 6p 6-630pm :00 \$1,000.00 NM Credited	2 V						.3	O NRSCWIO4	12TVH		\$850.00 NM
Total Credited C					•	•					
Weeks: Start Date 10/22/12 End Date 10/28/12 MTWTFSS 2 Spots/Week 3 \$1,000.00 Rate 3 \$1,000.00 Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 6-630pm 1 WISN W 10/24/12 News M-F 6p See MG 17.4,17.5,17.6,17.7,17.8,17.9,17.10,17.11,17.12 6-630pm :00 \$1,000.00 NM See MG 17.4,17.5,17.6,17.7,17.8,17.9,17.10,17.11,17.12 3 WISN Th 10/25/12 News M-F 6p G-630pm :00 \$1,000.00 NM See MG 17.4,000.00 NM See MG 17.4,000		Credited				•					
10/22/12 10/28/12WTF 3 \$1,000.00 Spots: # Ch	19 10/24/12	10/26/12	News M-F	5p	6-630pm	WTF	:30	3	\$1,000.00	NM	······································
1 WISN W 10/24/12 News M-F 6p 6-630pm :00 \$1,000.00 NM See MG 17.4,17.5,17.6,17.7,17.8,17.9,17.10,17.11,17.12 3 WISN Th 10/25/12 News M-F 6p 6-630pm :00 \$1,000.00 NM Credited	Weeks:										
See MG 17.4,17.5,17.6,17.7,17.8,17.9,17.10,17.11,17.12 3 WISN Th 10/25/12 News M-F 6p 6-630pm :00 \$1,000.00 NM Credited						***************************************					
3 WISN Th 10/25/12 News M-F 6p 6-630pm :00 \$1,000.00 NM Credited	1 V					6-630pm	:0	0			\$1,000.00 NM
	3 V	VISN Th 10/2					:0	0			\$1,000.00 NM
	2 V		26/12 6:13	PM News M	-F 6p	6-630pm	:3	0 NRSCWI04	12TVH		\$1,000.00 NM

--WTF--

:30

3

\$800.00

NM

630p-7pm



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Lehigh Valley, PA 18002-6879

Invoice #

| Invoice # | Invoice Date | Invoice Month | Invoice Period | 10/28/12 | October 2012 | 10/01/12 - 10/28/12

Advertiser	Product	Estimate Number
NRSC National Republican	NRSC	

								Spots/			
ine	Start Date	End Date	Description		Start/End Time	MTWTFSS	Length	Week	Rate	Туре	
١	Veeks:	Start Date 10/22/12		<u>ITWTFSS</u> WTF	Spots/Week 3	<u>Rate</u> \$800.00					
\$	Spots: <u>#</u> Ch 2 Wi	SN W 10	/24/12		<u>otion</u> inment Tonigh 17.9,17.10,17.11,17.12	Start/End Time 630p-7pm		<u>th</u> <u>Ad-ID</u> 00			<u>Rate</u> <u>Type</u> \$800-00 NM
	1 WI	SN Th 10.	/25/12	Enterta	inment Tonigh 17.9,17.10,17.11,17.12	630p-7pm	:0	00			\$800.00 NA
	3 WI	SN F 10.	/26/12	Enterta	inment Tonigh 7.9,17.10,17.11,17.12	630p-7pm	:0	00			\$800.00 NN
23	10/24/12	10/26/12	Late News 1	OPM LTC	10-1030p	W-F	:30	2	\$1,500.00	NM	
٧	Veeks:	Start Date 10/22/12	10/28/12 -	TWTFSS -W-F	<u>Spots/Week</u> 2	<u>Rate</u> \$1,500.00					
S	Spots: <u>#</u> Ch 1 Wis	SN W 10	/24/12		<u>tion</u> ews 10PM LTC 7.9,17.10,17.11,17.12	Start/End Time 10-1030p	<u>Lengt</u> :0	<u>h</u> <u>Ad-ID</u> IO			<u>Rate</u> <u>Type</u> \$1,500.00 NN
	2 WIS		/26/12		ews 10PM LTC	10-1030p	:0	0			\$1,500.00 NN
25	10/25/12	10/25/12	Late News 1	030PM LTC	C 1030p-11p	1	:30	1	\$850.00	NM	
٧		Start Date 10/22/12		TWTFSS 1	Spots/Week 1	<u>Rate</u> \$850.00			, , ,	0.00	
S	pots: <u>#</u> Ch 1 WIS	Day Air 3N Th 10/		ne <u>Descrip</u> PM Late Ne	tion ws 1030PM LTC	Start/End Time 1030p-11p		h <u>Ad-ID</u> O NRSCWIO	412TVH		<u>Rate</u> <u>Type</u> \$850.00 NM
27 1	0/24/12	10/25/12	Nightline		11p-1130p	WT	:30	2	\$750.00	NM	
٧		Start Date 10/22/12		TWTFSS -WT	Spots/Week 2	<u>Rate</u> \$750.00				*******	
S	pots: # Ch	Day Air		ne <u>Descrip</u>		Start/End Time		h Ad-ID			Rate Type
	1 WIS 2 WIS			PM Nightlind PM Nightlind		11p-1130p 11p-1130p		O NRSCWIO O NRSCWIO			\$750.00 NM \$750.00 NM
30 1	0/27/12	10/27/12	News Sat 7-9		7-9am	1-	:30	1	\$350.00	NM	\$750.00 PAIN
V		Start Date 10/22/12		TWTFSS 1-	Spots/Week 1	<u>Rate</u> \$350.00					
s	pots: <u>#</u> Ch 1 WIS	<u>Day</u> <u>Air</u> SN Sa 10/2		ne <u>Descrip</u> AM News S		Start/End Time 7-9am		<u>h Ad-ID</u> O NRSCWIO	412TVH		<u>Rate</u> <u>Type</u> \$350.00 NM
31 1	0/27/12	10/27/12	SA 5-530p		5a-530p	1-	:30	1	\$500.00	NM	
V		Start Date 10/22/12		<u>IWTFSS</u>	Spots/Week 1	<u>Rate</u> \$500.00					
S	pots: <u>#</u> Ch 1 WIS	<u>Day Air</u> N Sa 10/3	27/12	ne Descript SA 5-53		Start/End Time 5a-530p	<u>Lengt</u> :0	<u>h</u> <u>Ad-ID</u> 0			<u>Rate Type</u> \$500.00 NM
	2 WIS	See MG . N Su 10/2 MG for 3	28/12 10:59 A	M Chris M	atthews	*1030-11A	:3	0 NRSCWIO	412⊤∨H		\$500.00 NM
32 1	0/27/12	10/27/12	News Sa 6p-7	⁷ p	6-7PM	1-	:30	1	\$550.00	NM	
٧				WTFSS	Spots/Week	Rate					
Si	pots: # Ch	10/22/12 <u>Day Air</u> N Sa 10/2 Credited	<u>Date</u> <u>Air Tim</u>	1- <u>le Descript</u> News Sa		\$550.00 Start/End Time 6-7PM	Lengtl :0	h <u>Ad-ID</u> 0			<u>Rate</u> <u>Type</u> \$550.00 NM
33 1	0/27/12	10/27/12	Sat ABC Prim	ne Other	Prime Other	1-	:30	1	\$7,000.00	NM	<u>.</u>



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Lehigh Valley, PA 18002-6879

Invoice #

INVOICE

| Invoice # | Invoice Date | Invoice Month | Invoice Period | 902331-1 | 10/28/12 | October 2012 | 10/01/12 - 10/28/12

Ac	<u>lvertiser</u>	Product	Estimate Number
NF	RSC National Republican	NRSC	

Spots/ Line Start Date End Date Description Start/End Time Week **MTWTFSS** Lenoth Rate Type End Date MTWTFSS Start Date Spots/Week Weeks: <u>Rate</u> 10/22/12 10/28/12 \$7,000.00 Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WISN Sa 10/27/12 Sat ABC Prime Other Prime Other :00 \$7,000.00 NM See MG 33.2 2 WISN Sa 10/27/12 :30 NRSCWI0412TVH 7:06 PM ABC Prime College Footbal 7-1030p \$7,000.00 NM MG for 33.1 10/27 10/28/12 34 10/28/12 7-9am News Sun 7-9a ----1 :30 \$300.00 NM Weeks: Start Date End Date **MTWTFSS** Spots/Week Rate 10/22/12 10/28/12 \$300.00 Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WISN Su 10/28/12 7:57 AM News Sun 7-9a 7-9am :30 NRSCWI0412TVH \$300.00 NM 35 10/28/12 10/28/12 Sun 9-930A 9-930A :30 \$300.00 NM Start Date End Date **MTWTFSS** Weeks: Spots/Week Rate ----1 10/22/12 10/28/12 \$300.00 Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WISN Su 10/28/12 9:20 AM Sun 9-930A 9-930A :30 NRSCWI0412TVH \$300.00 NM 36 10/28/12 10/28/12 This Week With Georg 930-1030am ____1 :30 \$850.00 NM **MTWTFSS** Weeks: Start Date End Date Spots/Week Rate 10/28/12 10/22/12 \$850.00 Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 10:26 AM This Week With Georg 1 WISN Su 10/28/12 :30 NRSCWI0412TVH 930-1030am \$850.00 NM 10/28/12 37 10/28/12 News Sun 530pm 530-6p ----1 \$500.00 NM :30 Start Date Weeks: End Date MTWTFSS Spots/Week Rate 10/22/12 10/28/12 \$500.00 Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WISN Su 10/28/12 5:42 PM News Sun 530pm 530-6p :30 NRSCWI0412TVH \$500.00 NM 38 10/28/12 10/28/12 Late News 10pm LTC 10p-1030p ----1 .30 \$1,500.00 NM **MTWTFSS** Weeks: Start Date **End Date** Spots/Week Rate 10/22/12 10/28/12 \$1,500,00 Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 10:25 PM Late News 10pm LTC 1 WISN Su 10/28/12 10p-1030p :30 NRSCWI0412TVH \$1,500.00 NM 39 10/28/12 10/28/12 Late News SU 1030PM 1030p-11p ----1 :30 \$850.00 Start Date End Date **MTWTFSS** Weeks: Spots/Week Rate 10/22/12 10/28/12 ----1 \$850.00 Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WISN Su 10/28/12 10:50 PM Late News SU 1030PM 1030p-11p :30 NRSCWI0412TVH \$850.00 NM 40 10/27/12 10/27/12 **Badgers** 230p-6p ----S-:30 \$8,500.00 NM **MTWTFSS** End Date Spots/Week Weeks: Start Date Rate 10/28/12 10/22/12 ----S-\$8,500.00 Air Time Description Spots: # Ch Day Air Date Start/End Time Length Ad-ID Rate Type 1 WISN Sa 10/27/12 1:59 PM Badgers 230p-6p :30 NRSCWI0412TVH \$8,500.00 NM 41 10/25/12 10/25/12 Last Resort Thu 7-8p ---T---:30 \$3,750.00 NM **MTWTFSS** Weeks: Start Date **End Date** Spots/Week Rate 10/28/12 10/22/12 \$3,750.00



Start Date

End Date

Payment Terms 30 Days

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Description

Invoice # 902331-1

Invoice Date 10/28/12

Invoice Month October 2012 Invoice Period 10/01/12 - 10/28/12

Advertiser

Product

Estimate Number

NRSC National Republican NRSC

Spots/

Length Week Rate Type

41 10/25/12 10/25/12 Last Resort Thu 7-8p ---T---:30 \$3,750.00 NM

Start/End Time

Spots: # Ch Air Time Description Day Air Date Start/End Time Length Ad-ID

Rate Type 1 WISN Th 10/25/12 7:40 PM Last Resort Thu 7-8p :30 NRSCWI0412TVH \$3,750.00 NM

MTWTFSS

Total Spots 40

Gross Total

\$37,900.00

Agency Commission

\$5,685.00

Net Amount Due \$32,215.00



WISN TV
759 N. 19th Street
Milwaukee, WI 53233
Main: (414)342-8812
Billing: (781)433-4283

Billing Address:

www.wisn.com

Strategic Media - DC Attention: Accounts Payable 3299 K St NW Suite 200 Washington, DC 20007

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Invoice #	Invoice Date	Invoice Month	Invoice Period
902331-2	11/04/12	November 2012	10/29/12 - 10/30/12

<u>Station</u>	Account Executive	Sales Office	Sales Region
WISN	Will Hildebrandt	HRP -Washingto	National

Advertiser	Product	Estimate Number
NRSC National Republican	NRSC	

Flight Dates	Order #	Alt Order #
10/24/12 - 10/30/12	902331	06112211

		l
Broadcast	Cash	
Billing Calendar	Billing Type	Deal #

Special Handling

IDB#	Advertiser Code	Product Code
9912521		
		·

Agency Ref	Advertiser Ref

Line Start Date End Date Description Start/End	Time MTWTFSS	Length	Spots/ Week	Rate	Туре	
2 10/29/12 10/30/12 News M-F 5a 5-6A	MT	:30	2	\$250.00	NM	
Weeks: Start Date End Date MTWTFSS Spots/N 10/29/12 11/04/12 MT	<u>Veek</u> <u>Rate</u> 2 \$250.00					
Spots: # Ch Day Air Date Air Time Description	Start/End Time	Lengt	<u>h</u> <u>Ad-ID</u>			Rate Type
2 WISN M 10/29/12 4:57 AM News M-F 5a	5-6A	:3	0 NRSCWIO	1.2TVH		\$250.00 NM
1 WISN Tu 10/30/12 4:59 AM News M-F 5a	5-6A	:3	0 NRSCWIO4	12TVH		\$250.00 NM
4 10/29/12 10/30/12 News M-F 6a 6-7A	MT	:30	2	\$500.00	NM	
Weeks: Start Date End Date MTWTFSS Spots/v 10/29/12 11/04/12 MT	<u>Veek</u> <u>Rate</u> 2 \$500.00					
Spots: # Ch Day Air Date Air Time Description	Start/End Time	<u>Lengt</u>	h Ad-ID			Rate Type
2 WISN M 10/29/12 6:28 AM News M-F 6a	6-7A	:3	O NRSCWIO4	12TVH		\$500.00 NM
1 WISN Tu 10/30/12 6:00 AM News M-F 6a	6-7A	:3	0 NRSCWIO4	12TVH		\$500.00 NM
6 10/29/12 10/30/12 Good Morning America 7-9a	MT	:30	2	\$500.00	NM	
Weeks: Start Date End Date MTWTFSS Spots/V 10/29/12 11/04/12 MT	<u>Veek</u> <u>Rate</u> 2 \$500.00					
Spots: # Ch Day Air Date Air Time Description	Start/End Time	<u>Lengt</u>	h Ad-ID			Rate Type
2 WISN M 10/29/12 8:59 AM Good Morning Ame	rica 7-9a	:3	O NRSCWIO	112TVH		\$500.00 NM
1 WISN Tu 10/30/12 7:49 AM Good Morning Ame	rica 7-9a	:3	0 NRSCWIO	12TVH		\$500.00 NM
8 10/29/12 10/30/12 LIVE WITH KELLY! 9-10am	MT	:30	2	\$300.00	NM	
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/V</u>						
(0.20.12 1.00.1.2 1.1.	2 \$300.00	14	L A - I I I I			5-1
Spots: # Ch <u>Day Air Date</u> <u>Air Time Description</u> 2 WISN M 10/29/12 9:50 AM LIVE WITH KELLY!	Start/End Time		h Ad-ID	11.270.41		Rate Type
	+ +++		O NRSCWIO4			\$300.00 NM
1 WISN Tu 10/30/12 9:54 AM LIVE WITH KELLY!	9-10am	:3	0 NRSCWIO4	12TVH		\$300.00 NM
10 10/29/12 10/30/12 The View 10-11am	MT	:30	2	\$300.00	NM	
Weeks: Start Date End Date MTWTFSS Spots/V 10/29/12 11/04/12 MT	<u>Veek Rate</u> 2 \$300.00					
Spots: # Ch Day Air Date Air Time Description	Start/End Time	Lengt	h Ad-ID			Rate Type
2 WISN M 10/29/12 10:32 AM The View	10-11am	:3	0 NRSCWIO4	12TVH		\$300.00 NM
1 WISN Tu 10/30/12 10:39 AM The View	10-11am	:3	0 NRSCWIO4	12TVH		\$300.00 NM



Weeks:

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DINVOICE

 Invoice #
 Invoice Date
 Invoice Month
 Invoice Period

 902331-2
 11/04/12
 November 2012
 10/29/12 - 10/30/12

<u>Advertiser</u>	Product	Estimate Number
NRSC National Republican	NRSC	

www.wisn.com Line Start Date	e End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type	
12 10/29/12	10/30/12	THE CHEW	12P-1P	MT	:30	2	\$200.00	NM	
Weeks:	Start Date 10/29/12	End Date MTWT: 11/04/12 MT		<u>Rate</u> \$200.00					
Spots: # (Start/End Time		h Ad-ID	43		Rate Type
		/29/12		12P-1P 12P-1P		O NRSCWIO4 O NRSCWIO4			\$200.00 NM \$200.00 NM
									\$200.00 NW
14 10/29/12	10/30/12	3-4p	3-4p	MT	:30	2	\$500.00	NM	
Weeks:	Start Date 10/29/12	End Date MTWTI 11/04/12 MT		<u>Rate</u> \$500.00					
Spots: <u>#</u> (Start/End Time		h Ad-ID			Rate Type
		/29/12 3:20 PM 3	•	3-4p		0 NRSCWI04			\$500.00 NM
1 V	VISN Tu 10/	/30/12 3:37 PM 3	-4p	3-4p	:3	O NRSCWIO4	12TVH		\$500.00 NM
16 10/29/12	10/30/12	DR, OZ	4P-5P	MT	:30	2	\$550.00	NM	
Weeks:	Start Date 10/29/12	End Date MTWTF		<u>Rate</u> \$550.00					
Spots: # 0			-	Start/End Time	Lengt	h Ad-ID			Rate Type
-		/29/12 4:11 PM D	R. OZ	4P-5P	:3	0 NRSCWI04	12TVH		\$550.00 NM
2 V	VISN Tu 10/	/30/12 4:28 PM D	R. OZ	4P-5P	:3	0 NRSCWI04	12 TV H		\$550.00 NM
17 10/24/12	10/26/12	News M-F 5p	5-530pm	WTF	:30	3	\$850.00	NM	
Weeks:	Start Date 10/22/12	End Date MTWTF 10/28/12WTF		<u>Rate</u> \$850.00					
Spots: # C				Start/End Time	<u>Lengt</u>	<u>h</u> <u>Ad-ID</u>			Rate Type
10 V		'29/12 4:27 PM D 9.1,17.3,21.3,21.1,2		4P-5P	:3	0 NRSCWI04	12TVH		\$600.00 NM
11 V		29/12 4:55 PM D 9.1,17.3,21.3,21.1,2		4P-5P	:3	0 NRSCWI04	12т∨н		\$600.00 NM
8 V		29/12 12:17 AM Ji 9.1,17.3,21.3,21.1,2		1130-1230a	:3	0 NRSCWI04	12TVH		\$375.00 NM
7 V	MG for 1	29/12 12:55 AM Ji 9.1,17.3,21.3,21.1,2 vork Program Runove	1.2,23.1	1130-1230a	:3	0 NRSCWI04	12TVH		\$375.00 NM
9 V	/ISN Tu 10/	•	R. OZ	4P-5P	:3	0 NRSCWI04	12т∨н		\$600.00 NM
12 V	/ISN Tu 10/		R. OZ	4P-5P	:3	0 NRSCWI04	12т∨н		\$600.00 NM
4 W		30/12 11:08 PM N 9.1,17.3,21.3,21.1,2		11p-1130p	:3	0 NRSCWI04	12т∨н		\$1,850.00 NM
6 W	/ISN Tu 10/		mmy Kimmel	1130-1230a	:3	0 NRSCWI04	12TVH		\$375.00 NM
5 W	/ISN Tu 10/		mmy Kimmel	1130-1230a	:3	0 NRSCWI04	12TVH		\$375.00 NM
18 10/29/12	10/30/12	News M-F 5p	5-530pm	MT	:30	2	\$850.00	NM	
Weeks:	Start Date 10/29/12	End Date MTWTF 11/04/12 MT		<u>Rate</u> \$850.00			•		
Spots: # C				Start/End Time	Lengt	h Ad-ID			Rate Type
1 W			ews M-F 5p	5-530pm		0 NRSCWI04	12 ⊤∨ H		\$850.00 NM
2 V	/ISN Tu 10/3	30/12 5:27 PM N	ews M-F 5p	5-530pm	:3	0 NRSCWIO4	12TVH		\$850.00 NM
20 10/29/12	10/30/12	News M-F 6p	6-630pm	MT	:30	2	\$1,000.00	NM	
		EID-I- MTWTE	CC 04-4841						

Rate

Spots/Week

<u>MTWTFSS</u>

Start Date End Date



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Lehigh Valley, PA 18002-6879

DINVOICE

| Invoice # | Invoice Date | Invoice Month | Invoice Period | 902331-2 | 11/04/12 | November 2012 | 10/29/12 - 10/30/12

Advertiser	Product	Estimate Number
NRSC National Republican	NRSC	

						Spots/			
Line Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Week	Rate	Туре	
20 10/29/12	10/30/12	News M-F 6p	6-630pm	MT	:30	2	\$1,000.00	NM	
	ISN M 10/	11/04/12 MT <u>Date Air Time Descri</u> 29/12 6:14 PM News 30/12 6:25 PM News	M-F 6p	\$1,000.00 <u>Start/End Time</u> 6-630pm 6-630pm	:3	: <u>h Ad-ID</u> :0 NRSCWIO :0 NRSCWIO			<u>Rate</u> <u>Type</u> \$1,000.00 NM \$1,000.00 NM
									\$1,000.00 19191
22 10/29/12	10/30/12	Entertainment Tonigh	630p-7pm	MT	:30	2	\$800.00	NM	
	SN M 10/2	29/12 6:45 PM Enterta	ainment Tonigh	<u>Rate</u> \$800.00 <u>Start/End Time</u> 630p-7pm	:3	h <u>Ad-ID</u> O NRSCWIO			<u>Rate</u> <u>Type</u> \$800.00 NM
1 VVI	SN Tu 10/3	30/12 6:54 PM Enterta	ainment Tonigh	630p-7pm	:3	0 NRSCWIO	412TVH		\$800.00 NM
24 10/29/12	10/30/12	Late News 10PM LTC	10-1030p	MT	:30	2	\$1,500.00	NM	
	SN M 10/2	End Date MTWTFSS 11/04/12 MT Date Air Time Descri 29/12 10:13 PM Late N 30/12 10:31 PM Late N	ews 10PM LTC	<u>Rate</u> \$1,500.00 <u>Start/End Time</u> 10-1030p 10-1030p	:3	<u>h Ad-ID</u> 0 NRSCWIO 0 NRSCWIO			<u>Rate</u> <u>Type</u> \$1,500.00 NM \$1,500.00 NM
26 10/29/12	10/29/12	Late News 1030PM LT	C 1030p-11p	1	:30	1	\$850.00	NM	
Weeks: Spots: <u>#</u> Ch 1 Wl			Spots/Week 1 otion ews 1030PM LTC	<u>Rate</u> \$850.00 <u>Start/End Time</u> 1030p-11p		<u>h Ad-ID</u> 0 NRSCWIO	412TVH		<u>Rate Type</u> \$850.00 NM
28 10/30/12	10/30/12	Nightline	11p-1130p	-1	:30	1	\$750.00	NM	
Weeks: Spots: <u>#</u> Ch 1 WI	10/29/12			<u>Rate</u> \$750.00 <u>Start/End Time</u> 11p-1130p		h <u>Ad-ID</u> 0 NRSCWIO	412TVH		<u>Rate</u> <u>Type</u> \$750.00 NM
29 10/29/12	10/29/12	DWTS	Prime Other	1	:30	1	\$5,000.00	NM	
	10/29/12 Day Air [End Date MTWTFSS 11/04/12 1 Date Air Time Descrip 9/12 6:59 PM DWTS	Spots/Week 1 otion	<u>Rate</u> \$5,000.00 <u>Start/End Time</u> Prime Other	-	h <u>Ad-ID</u> O NRSCWIO	412т∨н		<u>Rate</u> <u>Type</u> \$5,000.00 NM
42 10/29/12	10/29/12	630-7p	630-7p	M	:30	1	\$1,000.00	NM	
Weeks: Spots: # Ch 1 Wi	10/29/12 Day Air E	End Date MTWTFSS 11/04/12 M Date Air Time Descrip 9/12 6:54 PM 630-7p		Rate \$1,000.00 Start/End Time 630-7p		h <u>Ad-ID</u> 0 NRSCWIO	412TVH		<u>Rate</u> <u>Type</u> \$1,000.00 NM

Gross Total

\$27,850.00



Send Payment To:
WISN TV
PO Box 26879
Lehigh Valley, PA 18002-6879

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Advertiser	Product	Estimate Number
NRSC National Republican	NRSC	

Agency Commission \$4,177.50

Net Amount Due \$23,672.50